

Quantitative & Qualitative data

A recurring theme in research methodology is the type of data produced by various methods. It's essential to introduce the concepts of quantitative and qualitative data early in your teaching of research methods. While defining these two types is relatively straightforward, it's beneficial to take some time to illustrate their differences, along with the strengths and limitations of each. This can be effectively integrated into discussions on self-reports or case studies.

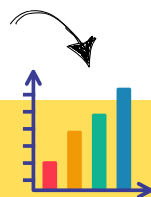


SELF REPORT

- If you have implemented the self-report task where groups of three complete questionnaires, semi-structured, and structured interviews, encourage them to perform both quantitative and qualitative analyses of the responses.
- They could create bar charts or pie charts for the structured responses, followed by thematic analysis of the qualitative questions indicated below:

3. Which social media platform do you use most frequently?

- Facebook
- Instagram
- TikTok
- Twitter/X
- Snapchat
- Other (please specify)



3. Favorite Social Media Platform

• What platform do you use most frequently?

Snapchat

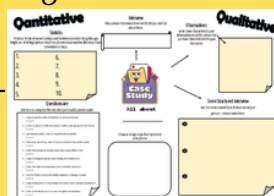
• Why do you prefer this platform over others? What features or aspects attract you to it?

I like being able to instantly see what my friends are doing and I like how quick and visual the interactions are. All my friends use it to stay in touch.

Themes = Speed / Use of visuals / popularity

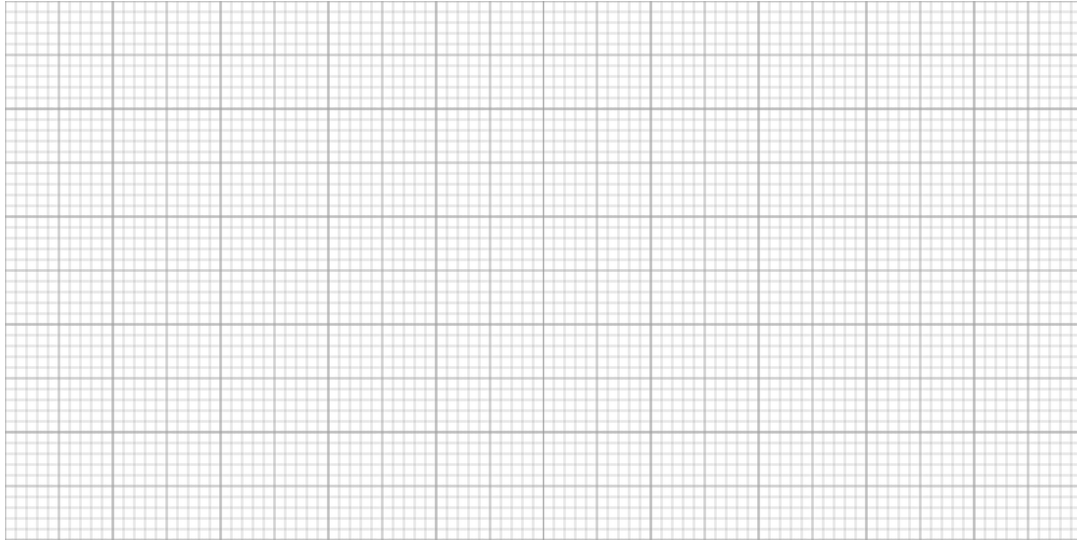
CASE STUDY

- After students finish the 'All About You' worksheet about a partner, have them present a summary of both the quantitative and qualitative data they have gathered.
- They can use a summary sheet like the one provided (QQ1) or leverage technology for their presentations.
- Ensure that students reflect on the strengths and limitations of both types of data.



Quantitative data v Qualitative data

Based on the research you have carried out, chose one aspect that you have collected quantitative data for and present it below in a graphical format of your choice.



Explain one advantage of presenting your data using quantitative methods.

Explain one disadvantage of presenting your data using quantitative methods.

Based on the research you have carried out, chose one aspect that you have collected qualitative data for and summarise the findings below.

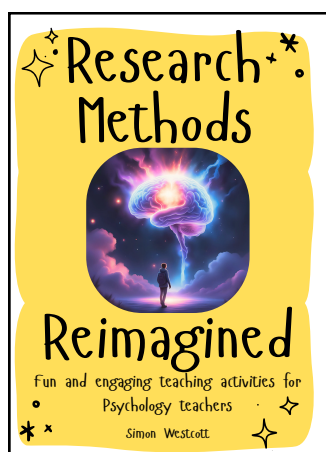
Explain one advantage of presenting your data using qualitative methods.

Explain one disadvantage of presenting your data using qualitative methods.

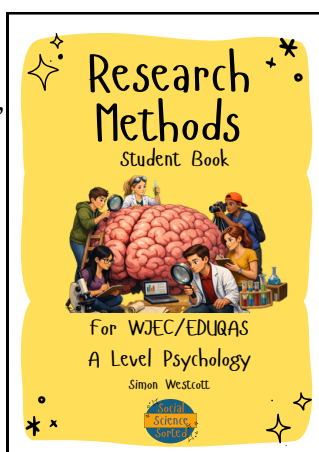


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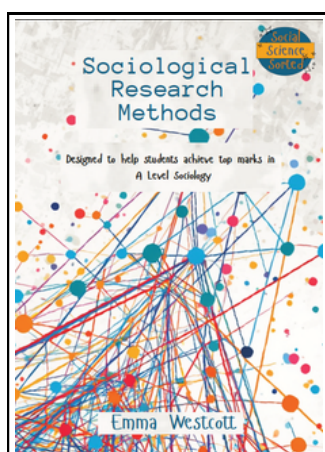


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