

Chapter 1 : Advantages and Disadvantages of Face-to-Face Data Collection

Qualitative research is a general term pertaining to investigative methodologies and techniques described as naturalistic, ethnographic, field, anthropological or observer research.

It collects data in a different way. Instead of providing questions with only specific answers, like a poll, qualitative research allows people to be themselves during the research process. In return, researchers are able to investigate methodologies with greater accuracy. They can search through recordings to find new data. The principles of qualitative research have been used for quite some time. Media and marketing have often used findings from this research process to create targeted content or offer individualized brand messaging. The goal here is simple: It is a unique data relationship that the advantages and disadvantages of qualitative research are able to provide. One must put the perspectives of the participant together with the perspectives of those collecting the data to create accurate results. What Are the Advantages of Qualitative Research? It becomes possible to understand attitudes. Consumer patterns can often change. When that happens suddenly, businesses can be left wondering what happened to them. The processes which are provided by qualitative research provide for a potential understanding as to why an attitude may shift. This may even lead to a definitive explanation, which can allow the business to adapt to the perspective shift. Because qualitative research helps us all understand attitudes better, it becomes easier to maintain consumer relationships. It is a content generator. Finding new ways to present old content can be very difficult, even to an experienced marketer. The qualitative research approach allows for genuine ideas to be collected from specific socioeconomic demographics. These ideas are then turned into data that can be used to create valuable content which reflects the brand messaging being offered. When this process is performed properly, everyone benefits from a refined and beneficial value proposition. The qualitative research process uses a smaller sample size than other research methods. This is due to the fact that more information is collected from each participant. Smaller sample sizes equate to lower research costs. Not only does this research process save money, but it can also produce faster results. If data is needed quickly for an important decision, this is one of the best research options that is available today. It can provide insights that are specific to an industry. Relationships and engagement are the two most important factors for customer retention. Modern brands can use qualitative research to find new insights that can further these two needed items so their communication to their core demographics is as accurate and authentic as possible. With qualitative research, the risks of experiencing a negative reaction because of miscommunication are greatly reduced. It allows creativity to be a driving force. Research often wants facts instead of opinions. It wants observations instead of creativity. The qualitative research process goes in a different direction than traditional research. This format eliminates the bias that tends to come through collected data as respondents attempt to answer questions in a way that please the researcher. Respondents are encouraged to be themselves. Their creativity becomes a commodity. In return, the data that can be collected from the respondents tends to have more accuracy to it. It is a process that is always open-ended. Many people have a trained, superficial response that is built from habit. The qualitative research process allows researchers to get underneath these habits to mine the actual data that someone can provide. It accesses the emotional data that drives decision-making responses. It incorporates the human experience. Statistics can identify trends. Yet, the human experience cannot be ignored. The human experience causes two different people to see the same event in two different ways. By using qualitative research, it becomes possible to incorporate the complexity of this type of data into the conclusions that come from the collected research. Every perspective becomes important. That leads to conclusions that have more accuracy, so everyone gets to benefit from the process at the end of the day. It seeks authentic data and emotional responses instead. Because of this flexibility, trained researchers are permitted to follow-up on any answer they wish to generate more depth and complexity to the data being collected. Unlike research formats that allow for zero deviation, the qualitative research can follow any thought tangent and mine data from the answers provided. It offers predictive qualities. People who have similar perspectives will have similar thought patterns. They may even purchase similar products. The data which is gathered through qualitative

research is perspective-based, which is why it has a predictive quality to it. The trademarks of what make that person unique can be collected and used to identify people with similar preferences or thinking patterns, making it possible for brands to develop messaging, products, and services that have greater value. It allows for human instinct to play a role. Did you listen to that instinct? Did you see a positive result from it? Many people have, but many research methods discount human instinct in the data collection process. The qualitative research process allows for human instinct to play a role. The subconscious mind offers many secrets that we may not scientifically understand, but we can collect the data it produces. That data often has a higher level of accuracy and authenticity than any other form of data offered. It can be based on available data, incoming data, or other data formats. The qualitative research method does not require a specific pattern or format for data collection. Information reporting is based on the quality and quantity of information that is collected. If researchers feel like they are not generating useful results from their efforts, they can change their processes immediately. There are more opportunities to gather new data when using this approach. It allows for detail-orientated data to be collected. Numerous restrictions are part of the data-collection process in most research methods. This is done to help create measureable outcomes in a short time period. Instead of focusing on a specific metric, qualitative research focuses on data subtlety. It wants as many details as possible, whether those details fit into a specific framework or not. It is within those details that genuine insights tend to be found. What Are the Disadvantages of Qualitative Research? It is not a statistically representative form of data collection. The qualitative research process does not provide statistical representation. It will only provide research data from perspectives only. Responses with this form of research cannot usually be measured. Only comparisons are possible, and that tends to create data duplication over time. If statistical data is required, qualitative research is not the form of research that should be used. It relies upon the experience of the researcher. The data collected through qualitative research is dependent upon the experience of the researchers involved in the process. Industry-specific data must be collected by a researcher that is familiar with the industry. Researchers must also have good interviewing skills, have the courage to ask follow-up questions, and be able to form professional bonds with participants to ensure the accuracy of the data. It can lose data. Data must be recognized by the researchers in qualitative research for it to be collected. That means there is a level of trust present in the data collection process that other forms of research do not require. Researchers that are unable to see necessary data when they observe it will lose it, which lessens the accuracy of the results from the qualitative research efforts. That could even lead some research efforts toward false conclusions. It may require multiple sessions. The qualitative research may be effective in collecting authentic data, but the small sample size of the research can be problematic. To make an important decision, numerous perspectives are often required to avoid making a costly mistake. That might mean multiple research periods may be required to gather all of the data that is needed to make such a difficult decision. Should that be the case, a larger follow-up sample may create more costs instead of fewer when a fork in the road is reached. It can be difficult to replicate results. Because qualitative research is based on individual perspectives, it is almost impossible to duplicate the results that are found. Even the same person may have a different perspective tomorrow than they had today.

Chapter 2 : Advantages and Disadvantages of Qualitative Research

The advantages and disadvantages of qualitative research are described briefly below. Advantages of Qualitative Research. The advantages of qualitative research revolve around the use of small groups and the ability to go more in-depth into the human emotions.

Advantages and Disadvantages of Qualitative Research Qualitative research is about exploring issues, understanding the phenomenon associated with the issue and being able to answer questions. There are many advantages and disadvantages of qualitative research. It is a method used in different academic disciplines generally associated with the social sciences and market research. Qualitative research will investigate the what, where, when, how and why of decision making. The advantages and disadvantages of qualitative research are described briefly below. Advantages of Qualitative Research The advantages of qualitative research revolve around the use of small groups and the ability to go more in-depth into the human emotions. The data is more comprehensive and gives the researcher a closer look at how and why people think and behave the way they do. It leads to uncovering more about the experiences that people have. It focuses on why things may be the way they are. Small groups are the focus of qualitative research. Therefore it is typically less expensive than quantitative research. Quantitative research generally requires large groups and expensive measurement tools. Issues can be studied in greater detail and more thoroughly due to the smaller groups being used. The researcher is able to guide the discussion in real time rather than be limited to specific questions. The research structure can be quickly revised as new information comes forth. The direction of the research can also be quickly modified. The experiences of humans are more complex and powerful than quantitative data. Qualitative research focuses on human experiences and is more compelling in its findings. The data that is collected comes from a few cases or test subjects and cannot be universal to a larger population. The results or findings can be transferred to another setting. Disadvantages of Qualitative Research The disadvantages of qualitative research are centered on the inability to quickly interpret the results of the research. The data collected cannot be used to make assumptions beyond the current group of participants. This is because the data collected is specific to that current group of participants and how they feel, think and behave. This research method does not easily allow for the collection of statistical data. By using a mixed method approach, this problem is overcome. The quality of the research is easily influenced by the personal biases of the researcher. Analyzing the data is more time consuming due to the volume. Interpreting the results is also time consuming. The scientific community is less inclined to accept the results as they would for quantitative research results. Leave a Reply Your email address will not be published.

Chapter 3 : Types of Qualitative Data - Center for Innovation in Research and Teaching

The advantages and disadvantages of qualitative research are quite unique. On one hand, you have the perspective of the data that is being collected. On the other hand, you have the techniques of the data collector and their own unique observations that can alter the information in subtle ways.

Examining the data for reliability and validity assesses both the objectivity and credibility of the research. Validity relates to the honesty and genuineness of the research data, while reliability relates to the reproducibility and stability of the data. The validity of research findings refers to the extent to which the findings are an accurate representation of the phenomena they are intended to represent. The reliability of a study refers to the reproducibility of the findings. Validity can be substantiated by a number of techniques including triangulation use of contradictory evidence, respondent validation, and constant comparison. Triangulation is using 2 or more methods to study the same phenomenon. Contradictory evidence, often known as deviant cases, must be sought out, examined, and accounted for in the analysis to ensure that researcher bias does not interfere with or alter their perception of the data and any insights offered. The use of constant comparison means that one piece of data for example, an interview is compared with previous data and not considered on its own, enabling researchers to treat the data as a whole rather than fragmenting it. Qualitative research has numerous strengths when properly conducted. Strengths of Qualitative Research Issues can be examined in detail and in depth. The research framework and direction can be quickly revised as new information emerges. The data based on human experience that is obtained is powerful and sometimes more compelling than quantitative data. Data usually are collected from a few cases or individuals so findings cannot be generalized to a larger population. Findings can however be transferable to another setting. Rigor is more difficult to maintain, assess, and demonstrate. The volume of data makes analysis and interpretation time consuming. Issues of anonymity and confidentiality can present problems when presenting findings Findings can be more difficult and time consuming to characterize in a visual way. Data From an Interview. The following is an example of how to present and discuss a quote from an interview. Including large portions of an interview in a research paper is not necessary and often tedious for the reader. The setting and speakers should be established in the text at the end of the quote. The student describes how he had used deep learning in a dispensing module. Most indicated that the change would likely have occurred even without the mandate from the accreditation process: We will soon be starting a stop smoking clinic. Is the interview over now? No this is part of it. If you want it. The pharmacist draws on his prior relationship with the patient and makes use of a joke to lighten the tone. He feels his message is important enough to persevere but he presents the information in a succinct and non-pressurised way. This extract shows that some patient cues were picked up, and appropriately dealt with, but this was not the case in all examples. Data From Focus Groups This excerpt from a study involving 11 focus groups illustrates how findings are presented using representative quotes from focus group participants. In virtually all focus groups sessions, pharmacists familiar with and supportive of the CPD paradigm had worked in collaborative practice environments such as hospital pharmacy practice. For these pharmacists, the major advantage of CPD was the linking of workplace learning with continuous education. With [the learning portfolio] it helps to show how much learning we all do, every day. While participants appreciated the opportunity for social and professional networking inherent in some forms of traditional CE, most eventually conceded that the academic value of most CE programming was limited by the lack of a systematic process for following-up and implementing new learning in the workplace. You go, you sit, you listen, but then, well I at least forget. It illustrates how focus groups provide a chance for participants to discuss issues on which they might disagree. So you are saying that you would prefer health related placements? Not exactly so long as I could be developing my communication skill. I disagree because other people related skills are useful and you may learn those from taking part in a community project like building a garden. So would you prefer a mixture of health and non health related community placements? Some journals and publishers have guidelines for presenting qualitative research, for example, the British Medical Journal 9 and Biomedcentral. A good introduction provides a brief overview of the manuscript, including the

research question and a statement justifying the research question and the reasons for using qualitative research methods. This section also should provide background information, including relevant literature from pharmacy, medicine, and other health professions, as well as literature from the field of education that addresses similar issues. Any specific educational or research terminology used in the manuscript should be defined in the introduction. The methods section should clearly state and justify why the particular method, for example, face to face semistructured interviews, was chosen. The method should be outlined and illustrated with examples such as the interview questions, focusing exercises, observation criteria, etc. The criteria for selecting the study participants should then be explained and justified. The way in which the participants were recruited and by whom also must be stated. The study sample and the research setting should be described. Sampling differs between qualitative and quantitative studies. In quantitative survey studies, it is important to select probability samples so that statistics can be used to provide generalizations to the population from which the sample was drawn. Qualitative research necessitates having a small sample because of the detailed and intensive work required for the study. So sample sizes are not calculated using mathematical rules and probability statistics are not applied. Instead qualitative researchers should describe their sample in terms of characteristics and relevance to the wider population. Purposive sampling is common in qualitative research. Particular individuals are chosen with characteristics relevant to the study who are thought will be most informative. Purposive sampling also may be used to produce maximum variation within a sample. Participants being chosen based for example, on year of study, gender, place of work, etc. Representative samples also may be used, for example, 20 students from each of 6 schools of pharmacy. Convenience samples involve the researcher choosing those who are either most accessible or most willing to take part. This may be fine for exploratory studies; however, this form of sampling may be biased and unrepresentative of the population in question. Theoretical sampling uses insights gained from previous research to inform sample selection for a new study. The method for gaining informed consent from the participants should be described, as well as how anonymity and confidentiality of subjects were guaranteed. The method of recording, eg, audio or video recording, should be noted, along with procedures used for transcribing the data. A description of how the data were analyzed also should be included. A good rule when considering how much information to include is that readers should have been given enough information to be able to carry out similar research themselves. One of the strengths of qualitative research is the recognition that data must always be understood in relation to the context of their production. If the analysis was repeated by more than 1 researcher to ensure reliability or trustworthiness, this should be stated and methods of resolving any disagreements clearly described. Some researchers ask participants to check the data. If this was done, it should be fully discussed in the paper. An adequate account of how the findings were produced should be included. A description of how the themes and concepts were derived from the data also should be included. Was an inductive or deductive process used? The analysis should not be limited to just those issues that the researcher thinks are important, anticipated themes, but also consider issues that participants raised, ie, emergent themes. Qualitative researchers must be open regarding the data analysis and provide evidence of their thinking, for example, were alternative explanations for the data considered and dismissed, and if so, why were they dismissed? Qualitative data conventionally are presented by using illustrative quotes. There should be an explanation of how the quotes were chosen and how they are labeled. For example, have pseudonyms been given to each respondent or are the respondents identified using codes, and if so, how? It is important for the reader to be able to see that a range of participants have contributed to the data and that not all the quotes are drawn from 1 or 2 individuals. There is a tendency for authors to overuse quotes and for papers to be dominated by a series of long quotes with little analysis or discussion. This should be avoided. Participants do not always state the truth and may say what they think the interviewer wishes to hear. If the research was triangulated with other qualitative or quantitative data, this should be discussed. The findings should be presented in the context of any similar previous research and or theories. A discussion of the existing literature and how this present research contributes to the area should be included. A consideration must also be made about how transferrable the research would be to other settings. Any particular strengths and limitations of the research also should be discussed. It is common practice to include some discussion within the results section of

qualitative research and follow with a concluding discussion. The author also should reflect on their own influence on the data, including a consideration of how the researcher s may have introduced bias to the results. The researcher should critically examine their own influence on the design and development of the research, as well as on data collection and interpretation of the data, eg, were they an experienced teacher who researched teaching methods? If so, they should discuss how this might have influenced their interpretation of the results. The conclusion should summarize the main findings from the study and emphasize what the study adds to knowledge in the area being studied. Mays and Pope suggest the researcher ask the following 3 questions to determine whether the conclusions of a qualitative study are valid How well does this analysis explain why people behave in the way they do? How comprehensible would this explanation be to a thoughtful participant in the setting? How well does the explanation cohere with what we already know? It provides guidance for authors and reviewers to prepare and review qualitative research papers for the American Journal of Pharmaceutical Education. A checklist is provided in Appendix 1 to assist both authors and reviewers of qualitative data. Checklist for authors and reviewers of qualitative research.

Chapter 4 : Presenting and Evaluating Qualitative Research

Qualitative research comes from open-ended questions. It collects data in a different way. Instead of providing questions with only specific answers, like a poll, qualitative research allows people to be themselves during the research process. In return, researchers are able to investigate.

Limitations and weakness of quantitative research methods By Priya Chetty on September 7, According to Saunders et al. It allows generalisations of the results by measuring the views and responses of the sample population. Every research methodology consists two broad phases namely planning and execution Younus Therefore, it is evident that within these two phases, there likely to have limitations which are beyond our control Simon Improper representation of the target population As mentioned in the article , improper representation of the target population might hinder the researcher for achieving its desired aims and objectives. Despite of applying appropriate sampling plan representation of the subjects is dependent on the probability distribution of observed data. This may led to miscalculation of probability distribution and lead to falsity in proposition. For example, a study purports to check the proportion of female aged between years are applying make-up ranges of international brands. The target population in this case is the women belonging to the said age group, with both professional and non-professional backgrounds, residing in Delhi. The sampled population based on the probability distribution has to be calculated against the total females residing in the city e. However, there is a scope of getting partial information about the range of makeup products from the sampled, owing to its meagre form against the total population. Hence, the results of the study cannot be generalised in context to a larger population, but rather be suggested. Lack of resources for data collection Quantitative research methodology usually requires a large sample size. However due to the lack of resources this large-scale research becomes impossible. In many developing countries, interested parties e. Responses often depend on particular time which again is dependent on the conditions occurring during that particular time frame. Reasons being, either the officials have changed or the development scenario have changed from too effective to minimal effective or vice versa. It leads to limited outcomes outlined in the research proposal. So the results cannot always represent the actual occurring, in a generalised form. Also, the respondents have limited options of responses, based on the selection made by the researcher. But to know what are the strategies applied by the manager to motivate the employee or on what parameters the employee does not feel motivated if responded no , the researcher has to ask broader questions which somewhat has limited scope in close-ended questionnaires Expensive and time consuming Quantitative research is difficult, expensive and requires a lot of time to be perform the analysis. A large proportion of respondents is appropriate for the representation of the target population. So, as to achieve in-depth responses on an issue, data collection in quantitative research methodology is often too expensive as against qualitative approach. For example, to understand the influence of advertising on the propensity of purchase decision of baby foods parents of 5-year old and below of Bangalore, the researcher needs collect data from respondents. This is time consuming and expensive, given the approach needed to each of these parents to explain the study purpose. Difficulty in data analysis Quantitative study requires extensive statistical analysis, which can be difficult to perform for researchers from non- statistical backgrounds. Statistical analysis is based on scientific discipline and hence difficult for non-mathematicians to perform. Quantitative research is a lot more complex for social sciences, education, anthropology and psychology. Effective response should depend on the research problem rather than just a simple yes or no response. For example, to understand the level of motivation perceived by Grade 5 students from the teaching approach taken by their class teachers, mere yes and no might lead to ambiguity in data collection and hence improper results. Instead a detailed interview or focus group technique might develop in-depth views and perspectives of both the teachers and children. Requirement of extra resources to analyse the results The requirements for the successful statistical confirmation of result is very tough in a quantitative research. Hypothesis is proven with few experiments due to which there is ambiguity in the results. So it requires extra time, investment and resources to refine the results. Journal of Evaluation in Clinical Practice, 6 2 , pp. Qualitative Case Study Methodology: Study Design and Implementation for Novice

Researchers. The Qualitative Report, 13 4 , pp. Document Analysis as a Qualitative Research Method. Qualitative Research Journal, 9 2 , pp. The qualitative content analysis process. Journal of Advanced Nursing, 62 1 , pp. The Case for Qualitative Research. Academy of Management Journal, 5 4 , pp. Mass spectrometric-based approaches in quantitative proteomics. Methods, 29 2 , pp. Research Methods for Business Students 5th ed. Journal of Dairy Science, 84 4 , pp. Dissertation and scholarly research: Recipes for success, Seattle, W. Processes, Assessment and Effects Springer Theses.

Chapter 5 : What Are the Disadvantages of Qualitative Measurements When Doing Marketing Research?

A truly important point in the comparison between quantitative research and qualitative research is that the subjective participation of the researcher -- that is one of the most resilient objections regarding qualitative research -- takes place in quantitative approaches.

However, several aspects come into play in the data collection process. The three most crucial aspects include: Despite the rise in popularity of online and mobile surveys, face-to-face in-person interviews still remain a popular data collection method. A face-to-face interview method provides advantages over other data collection methods. Face-to-face interviews help with more accurate screening. The individual being interviewed is unable to provide false information during screening questions such as gender, age, or race. It is possible to get around screening questions in online and mobile surveys. Online and mobile surveys that offer incentives may actually encourage answer falsification. Individuals may enter incorrect demographic information so they are able to complete the survey and gain the incentive. The answers the individual provides may all be truthful, but for the purpose of data analysis, the data will be inaccurate and misleading. Capture verbal and non-verbal cues. A face-to-face interview is no doubt going to capture verbal and non-verbal cues, but this method also affords the capture of non-verbal cues including body language, which can indicate a level of discomfort with the questions. Adversely, it can also indicate a level of enthusiasm for the topics being discussed in the interview. Capturing non-verbal cues may make the difference between selecting an employee that is less skilled, but displays a tremendous amount of enthusiasm for the position. Capturing non-verbal cues is not possible in online or mobile surveys. The interviewer is the one that has control over the interview and can keep the interviewee focused and on track to completion. Face-to-face interviews are in-the-moment, free from technological distractions. Capture emotions and behaviors. Similar to not being able to capture verbal and non-verbal cues, online and mobile surveys can also not capture raw emotions and behavior. As with any data collection method, face-to-face interviews also provide some disadvantages over other data collection methods. Cost is a major disadvantage for face-to-face interviews. They require a staff of people to conduct the interviews, which means there will be personnel costs. Personnel are the highest cost a business can incur. Quality of data by interviewer. The quality of data you receive will often depend on the ability of the interviewer. Some people have the natural ability to conduct an interview and gather data well. The likelihood of the entire interviewing staff having those skills is low. Some interviewers may also have their own biases that could impact the way they input responses. This is likely to happen in hot-topic opinion polls. If the interview is administered on paper, the data collected will need to be entered manually, or scanned, if a scannable interview questionnaire is created. A staff of data entry personnel will need to be hired. Additionally, data entry can prolong the analysis process. The size of the sample is limited to the size of your interviewing staff, the area in which the interviews are conducted, and the number of qualified respondents within that area. It may be necessary to conduct several interviews over multiple areas, which again can increase costs.

Chapter 6 : The Disadvantages of Qualitative & Quantitative Research | The Classroom

Qualitative research is generally distinguished from its counterpart, quantitative research, and it has a number of advantages and disadvantages. For marketing research to be as effective as.

Taking a closer look at ethnographic, anthropological, or naturalistic techniques. Data mining through observer recordings. This is what the world of qualitative research is all about. It is the comprehensive and complete data that is collected by having the courage to ask an open-ended question. Print media has used the principles of qualitative research for generations. The advantages and disadvantages of qualitative research are quite unique. On one hand, you have the perspective of the data that is being collected. On the other hand, you have the techniques of the data collector and their own unique observations that can alter the information in subtle ways. What Are the Advantages of Qualitative Research? Subject materials can be evaluated with greater detail. There are many time restrictions that are placed on research methods. The goal of a time restriction is to create a measurable outcome so that metrics can be in place. Qualitative research focuses less on the metrics of the data that is being collected and more on the subtleties of what can be found in that information. This allows for the data to have an enhanced level of detail to it, which can provide more opportunities to glean insights from it during examination. Research frameworks can be fluid and based on incoming or available data. Many research opportunities must follow a specific pattern of questioning, data collection, and information reporting. Qualitative research offers a different approach. It can adapt to the quality of information that is being gathered. If the available data does not seem to be providing any results, the research can immediately shift gears and seek to gather data in a new direction. This offers more opportunities to gather important clues about any subject instead of being confined to a limited and often self-fulfilling perspective. Qualitative research data is based on human experiences and observations. Humans have two very different operating systems. One is a subconscious method of operation, which is the fast and instinctual observations that are made when data is present. The other operating system is slower and more methodical, wanting to evaluate all sources of data before deciding. Many forms of research rely on the second operating system while ignoring the instinctual nature of the human mind. It embraces it and the data that can be collected is often better for it. Gathered data has a predictive quality to it. One of the common mistakes that occurs with qualitative research is an assumption that a personal perspective can be extrapolated into a group perspective. This is only possible when individuals grow up in similar circumstances, have similar perspectives about the world, and operate with similar goals. When these groups can be identified, however, the gathered individualistic data can have a predictive quality for those who are in a like-minded group. At the very least, the data has a predictive quality for the individual from whom it was gathered. Qualitative research operates within structures that are fluid. Because the data being gathered through this type of research is based on observations and experiences, an experienced researcher can follow-up interesting answers with additional questions. Unlike other forms of research that require a specific framework with zero deviation, researchers can follow any data tangent which makes itself known and enhance the overall database of information that is being collected. Data complexities can be incorporated into generated conclusions. Although our modern world tends to prefer statistics and verifiable facts, we cannot simply remove the human experience from the equation. Different people will have remarkably different perceptions about any statistic, fact, or event. This is because our unique experiences generate a different perspective of the data that we see. These complexities, when gathered into a singular database, can generate conclusions with more depth and accuracy, which benefits everyone. Qualitative research is an open-ended process. Creativity becomes a desirable quality within qualitative research. It can be difficult to analyze data that is obtained from individual sources because many people subconsciously answer in a way that they think someone wants. By embracing the qualitative research method, it becomes possible to encourage respondent creativity, allowing people to express themselves with authenticity. In return, the data collected becomes more accurate and can lead to predictable outcomes. Qualitative research can create industry-specific insights. Brands and businesses today need to build relationships with their core demographics to survive. The terminology, vocabulary, and jargon that

consumers use when looking at products or services is just as important as the reputation of the brand that is offering them. If consumers are receiving one context, but the intention of the brand is a different context, then the miscommunication can artificially restrict sales opportunities. Qualitative research gives brands access to these insights so they can accurately communicate their value propositions. Smaller sample sizes are used in qualitative research, which can save on costs. Many qualitative research projects can be completed quickly and on a limited budget because they typically use smaller sample sizes than other research methods. This allows for faster results to be obtained so that projects can move forward with confidence that only good data is able to provide. Qualitative research provides more content for creatives and marketing teams. When your job involves marketing, or creating new campaigns that target a specific demographic, then knowing what makes those people can be quite challenging. By going through the qualitative research approach, it becomes possible to congregate authentic ideas that can be used for marketing and other creative purposes. This makes communication between the two parties to be handled with more accuracy, leading to a greater level of happiness for all parties involved. Attitude explanations become possible with qualitative research. Consumer patterns can change on a dime sometimes, leaving a brand out in the cold as to what just happened. Qualitative research allows for a greater understanding of consumer attitudes, providing an explanation for events that occur outside of the predictive matrix that was developed through previous research.

What Are the Disadvantages of Qualitative Research? The quality of the data gathered in qualitative research is highly subjective. This is where the personal nature of data gathering in qualitative research can also be a negative component of the process. Having individual perspectives and including instinctual decisions can lead to incredibly detailed data. It can also lead to data that is generalized or even inaccurate because of its reliance on researcher subjectivisms. Data rigidity is more difficult to assess and demonstrate. Because individual perspectives are often the foundation of the data that is gathered in qualitative research, it is more difficult to prove that there is rigidity in the information that is collective. The human mind tends to remember things in the way it wants to remember them. That is why memories are often looked at fondly, even if the actual events that occurred may have been somewhat disturbing at the time. This innate desire to look at the good in things makes it difficult for researchers to demonstrate data validity. Mining data gathered by qualitative research can be time consuming. The number of details that are often collected while performing qualitative research are often overwhelming. Sorting through that data to pull out the key points can be a time-consuming effort. It is also a subjective effort because what one researcher feels is important may not be pulled out by another researcher. Unless there are some standards in place that cannot be overridden, data mining through a massive number of details can almost be more trouble than it is worth in some instances. Qualitative research creates findings that are valuable, but difficult to present. Presenting the findings which come out of qualitative research is a bit like listening to an interview on CNN. The interviewer will ask a question to the interviewee, but the goal is to receive an answer that will help present a database which presents a specific outcome to the viewer. We need to pass a law to change that. What a research gleans from the data can be very different from what an outside observer gleans from the data. Data created through qualitative research is not always accepted. Because of the subjective nature of the data that is collected in qualitative research, findings are not always accepted by the scientific community. A second independent qualitative research effort which can produce similar findings is often necessary to begin the process of community acceptance. Researcher influence can have a negative effect on the collected data. The quality of the data that is collected through qualitative research is highly dependent on the skills and observation of the researcher. If a researcher has a biased point of view, then their perspective will be included with the data collected and influence the outcome. There must be controls in place to help remove the potential for bias so the data collected can be reviewed with integrity. Otherwise, it would be possible for a researcher to make any claim and then use their bias through qualitative research to prove their point. Replicating results can be very difficult with qualitative research. The scientific community wants to see results that can be verified and duplicated to accept research as factual. In the world of qualitative research, this can be very difficult to accomplish. Not only do you have the variability of researcher bias for which to account within the data, but there is also the informational bias that is built into the data itself from the provider. This means the scope of data gathering can be extremely

limited, even if the structure of gathering information is fluid, because of each unique perspective. Difficult decisions may require repetitive qualitative research periods. The smaller sample sizes of qualitative research may be an advantage, but they can also be a disadvantage for brands and businesses which are facing a difficult or potentially controversial decision. A small sample is not always representative of a larger population demographic, even if there are deep similarities with the individuals involved. This means a follow-up with a larger quantitative sample may be necessary so that data points can be tracked with more accuracy, allowing for a better overall decision to be made. Unseen data can disappear during the qualitative research process. The amount of trust that is placed on the researcher to gather, and then draw together, the unseen data that is offered by a provider is enormous. The research is dependent upon the skill of the researcher being able to connect all the dots.

Chapter 7 : Analyse This!!! - qualitative data - advantages and disadvantages

In qualitative research, the methods most commonly used are; qualitative case study, ethnography, content analysis and action research. There are many advantages and disadvantages of using a qualitative research when investigating our social world.

Limitations and weakness of qualitative research methods By Priya Chetty on September 11, In order to gain in-depth knowledge of underlying reasons and motivations, qualitative research is conducted. However, qualitative research also have limitations. In my previous article I discussed about the limitations of quantitative research approach. In this paper I would be discussing about the limitations with respect to qualitative research. Time consuming process The major drawback associated with qualitative cultural analysis is that this process is time-consuming. The second potential problem with qualitative research is that a particular problem could go unnoticed Bowen Also the interpretations of researchers are limited. Personal experience and knowledge influences the observations and conclusions related to research problem. Data collection will be time consuming as it will be collected based on appointment dates fixed with individual respondents. The entire process thus, might take several weeks or months. Besides, the varied perspectives recorded will be analyzed based on the limited understanding of the researcher. Also, since qualitative study delves into personal interaction for data collection, often discussion tends to deviate from the main issue to be studied. No result verification in qualitative research As qualitative research is mostly open-ended, the participants have more control over the content of the data collected. So the researcher is not able to verify the results objectively against the scenarios stated by the respondents. Similarly qualitative research requires well experienced researchers to obtain the targeted data from the group of respondents. Also different conclusions are derived based on the same information depending on the personal characteristics of the researcher Maxwell Difficult to investigate causality Researchers find it difficult to investigate causality between different research phenomena. Qualitative research is little complex to explain the difference in the quality and quantity of information obtained from different respondents and arriving at non-consistent conclusions Barbour For example, to determine if human development is dependent on the level of education, interview or focus group data is collected from the residents of Uttar Pradesh. It is difficult to determine the effect, owing to varied perspective which is difficult to gauge. Qualitative study requires thoughtful planning to ensure the obtained results accurate. There is no way to analyze the qualitative data mathematically. This type of research is based more on the opinion and judgment rather than the results. All the qualitative studies are unique in itself so it is difficult to replicate. Journal of Evaluation in Clinical Practice, 6 2 , pp. Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers. The Qualitative Report, 13 4 , pp. Document Analysis as a Qualitative Research Method. Qualitative Research Journal, 9 2 , pp. The qualitative content analysis process. Journal of Advanced Nursing, 62 1 , pp. The Case for Qualitative Research. Academy of Management Journal, 5 4 , pp. Mass spectrometric-based approaches in quantitative proteomics. Methods, 29 2 , pp. Research Methods for Business Students 5th ed. Journal of Dairy Science, 84 4 , pp. Dissertation and scholarly research: Recipes for success, Seattle, W. Processes, Assessment and Effects Springer Theses.

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Qualitative research is often used to conduct social and behavioral studies because human interactions are more complex than molecular reactions in a beaker. Subjectivity, nonrandom sampling and small sample size distinguishes qualitative research from quantitative research.

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a guide to qualitative research methods. " the researcher should not predetermine a priori about what he or she will find,

and what and how social phenomena should be viewed.. Therefore, the value of Grounded Theory is that it avoids making assumptions and instead adopts a more neutral view of human action in a social cont.