

## Research Methods Workshop (combined) – 20/10/20

### Qualitative- Value

Depth.  
Personal experience (phenomenology).  
Insight.  
Perception/thoughts/feelings.  
Focus on what words represent.  
Deviation.  
Lived experiences (phenomenology).  
'How' & 'Why'.  
Variety – Uniqueness.  
Recurring themes.  
Detail.  
Openness in how material is explored.  
Seeks to avoid prejudgements.

### Quantitative – Value

Greater data set.  
Test hypothesis.  
Can be replicated.  
Controlled.  
Reliability.  
Less resources (some studies).  
Speed of analysis.  
Reliability – less interpretation.  
Visual – graphs.  
Can handle large data.  
Randomisation.  
Statistical analysis.  
Established standards.  
Enhances generalisation of findings.  
Greater objectivity.

### Mixed Methods – Value

Combined strengths.  
Compares & validates different data.  
Credibility using two philosophies.  
Wider scope.  
Words to support figures.  
Open and closed questions can be used.  
Thorough (depth & breadth).  
Can complement each other e.g. triangulation.  
Added insights (combination of more than one method).  
Panoramic view of the study landscape.  
Narratives add connotation to numbers.  
Numbers add precision to narratives.

### Qualitative – Limitations

Not definitive.  
In the moment – difficult to repeat.  
Time consuming.  
Cannot generalise – small data sample.  
Bias.  
Validity challenges.  
Higher variability.  
Co-created.  
Maybe limits to what can be assessed.  
Integrity of findings.  
Resource demand.  
Issues surrounding trustworthiness and validity  
Very limited transferability to a different setting.  
Widely different subjective responses – difficult to make comparisons amongst studies.

### Quantitative – Limitations

Larger sample size needed/relied upon.  
Not able to answer 'Why' or maybe 'How'.  
Not as much depth.  
Focus on numbers only – may miss something.  
Sampling bias.  
Not the full story i.e. normative data.  
Expensive (e.g. where large data is required).  
Limited demographic.  
Statistics are a specialised area.  
Narrow and possibly superficial data sets.  
Limited ecological validity e.g. controlled settings.  
May have structural bias e.g. research questions.

### Mixed Methods – Limitations

Dominance of one or the other.  
Challenge of congruence between methods.  
Complicated.  
Skill demand.  
Cost/time/resources.  
Blending of methodology & philosophy that may not be compatible.  
Design challenges e.g. research question.  
Conflicting results/outcomes difficult to interpret.  
The design may affect the analysis where the data may not necessarily complement the overall approach – is there a risk of bias to 'make it work?'  
Conflicting results may be difficult to interpret.