



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Creativity and Value Creation Creadigrwydd a Chreu Gwerth

Level / Lefel 5

Research Methods / Dulliau Ymchwil

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*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*

www.uwtsd.ac.uk

Introduction and Experiences

Focus on testing theories and hypotheses



Mainly expressed in words



Analysed by summarising, categorising and interpreting



Analysed through maths and statistics



Requires many respondents



Key terms: testing, measurement, objectivity, replicability



Experiments



Interviews open-ended questions



Surveys with closed ended questions



Observations described in numbers



Literature reviews that explore concepts and theories



Requires few respondents



Key terms: understanding, context, complexity, subjectivity



Closed (multiple choice) questions



Mainly expressed in numbers, graphs and tables



Open ended questions



Focus groups



Quantitative

- Numerical
- Specific variables studied
- Quantities, Scales and Trends
- To look at cause and effect
- Make predictions
- Test Hypothesis

Qualitative

- Words
- Study of the whole phenomenon
- Qualities behaviours complexities
- To understand and interpret social interactions



Quantitative and Quantitative Sampling

Probability/ Non probability Sampling

- Random Sampling
- Stratified sampling
- Convenience sampling
- Purposive sampling
- Snowball sampling

Why few vs many (Qual vs Quant)?



Role of the researcher

Quantitative

Qualitative

- Ideally: Far away from interference

- Their knowledge and expertise drive the research collection
- Within the data collection process



Results

Quantitative

- Interpret results:
 - Describe measure
 - Statistical tables and charts
 - Everything is known before conclusions can be drawn
- Generalisable findings, that can be applied to other populations

Quantitative

- Interpret results:
 - Explore, explain, understand narrative
- Particular/ Specialised findings that is less generalisable



Final Report

Quantitative

- Statistical report with correlations, comparisons of means statistical significance of findings

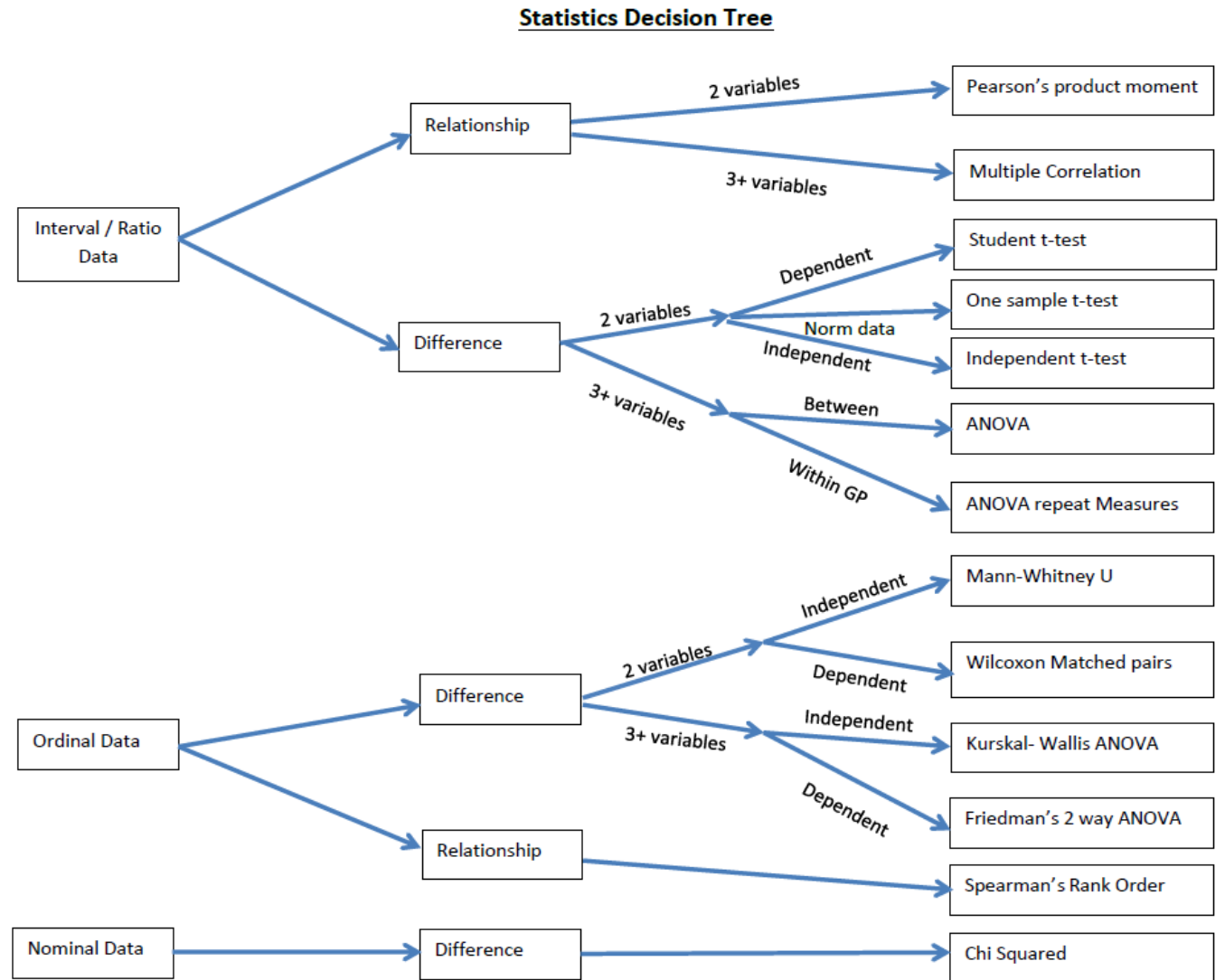
Quantitative

- Narrative
- Direct quotes from research participants



Quantitative Meth

- Surveys and Questionnaire
- Demographics
- Research (Reliable Valid)
- Measurements (SES)



Qualitative Methods

- Open ended responses in Qs
- Interviews
- Observations
- Focus groups

- Fieldnotes
- Reflections
- Literature/Document review

