

RICERCA

QUALITATIVA E QUANTITATIVA

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Research process

- Step 1 - Articulate the research problem and objectives (research questions)
- Step 2 - Develop the overall research plan
- Step 3 - Collect the data or information
- Step 4 - Analyze the data or information
- Step 5 - Present the findings
- Step 6 - Use the findings to make the decision



Qualitative Research	Quantitative Research
Purpose and Focus	
<p>Discovering and interpreting meaning and perceptions.</p>	<p>Testing a hypothesis developed before the research begins.</p>
<p>The study is particular to the subject group. Replication is rare.</p>	<p>The study is standardized so that replication across different sites is possible.</p>
Units of Analysis	
<p>Subjects are selected to fit the purpose of the study.</p>	<p>Subjects are selected randomly.</p>
Data	
<p>The primary data produced are words.</p> <p>Raw qualitative data may be researcher's notes, audiotapes, or transcripts of informal interviews.</p> <p>Secondary data such as existing written material and observations are also often used.</p>	<p>The primary data are numbers or fixed responses that can be quantified.</p>

Methods

Data are gathered using less structured methods, such as observation and interviews (face-to-face and focus group), to generate rich description.

Methods and instruments are structured beforehand to gather standardized data that can be coded or numerated.

Questions are typically open-ended, allowing for flexibility in response.

Questions are asked in such a way that the answers are a fixed set of choices.

The researcher is the main instrument of inquiry, aided by semi-structured interview guides, observation strategies, and a thorough review of secondary data.

Instruments such as surveys are carefully designed to measure specific variables and are administered systematically, in a standardized fashion, to avoid researcher bias.

Research generally takes place in the field and often involves face-to-face encounters with the subject.

Research can take place without direct contact with the subject, as in the case of telephone, mailed or on-line surveys.

Results and Analysis

Data is analyzed by systematically organizing and interpreting information using categories, themes and motifs that identify patterns and relationships.

Analysis is done using standardized statistics and procedures.

Results are in-depth explanations for patterns of behaviour.

Results tend to summarize patterns of similarities, variability, size, direction, and/or significance of any differences between specific groups.