

### **Clip 8: Preoccupations of qualitative researchers**

I'm going to outline some of the preoccupations of quantitative researchers. When conducting quantitative research the design is absolutely crucial, it's front loaded in terms of research, deductive in approach, you have techniques such as developing questionnaires or using secondary data sets or perhaps or perhaps a structured observation. Some of those key concerns of those different methods are ensuring reliability and validity. Can we replicate it in order to ensure it's been conducted in an appropriate manner? Can we retest, essentially? These processes of measurement are really important in relation to quantitative data.

It also tends to use a large sample size, certainly larger than qualitative forms of research. One of the reasons for that is that it tends to be associated with trying to prove or disapprove a particular theory, so developing or testing a hypothesis and ensuring that it can be generalizable tends to imply the use of a larger sample size so these are some of the key considerations a quantitative research would need to be aware of when undertaking a research.