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Name of Department

Quantitative & Qualitative Research

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Introduction:

Education:

- PhD in Economics, CERGE-EI, Prague, 2014
- MA in Economics, CERGE-EI, Prague, 2008
- MBA in Financial Management, TSTU, Tashkent, 2006

Research Interests:

- Microfinance, private sector development, SME finance, start-ups
- Economics, impact evaluation, environmental economics
- Field studies, design, implementation



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Outline:

- 1) From RQ & ROs □ to Methodology
- 2) What is research Methodology ? “Research Onion”
- 3) Types of research by purpose: exploratory, descriptive, explanatory
- 4) Types of research methods: Quantitative, Qualitative, Mixed

1. Re-cap of all research elements

Let's revise what are key steps in doing research:

- 1) Choose Research Area and Research Topic(s)
- 2) Conduct Literature Review □ identify **Research Gap**
- 3) Formulate Research Question & Research Objectives
- 4) Design your Methodology

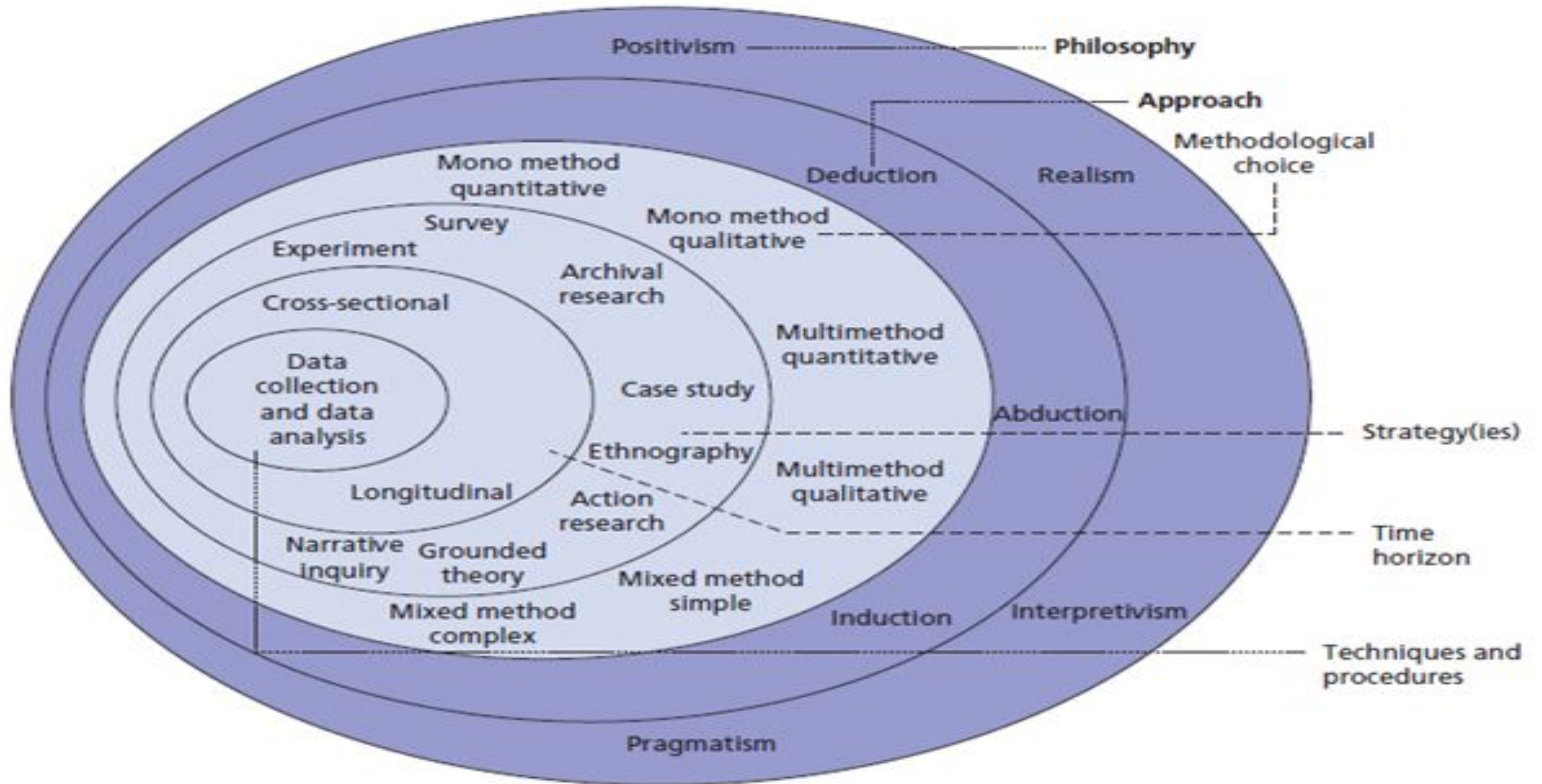
2. What is Methodology ?

Methodology is a “designer work”, where you choose the most suitable methods, instruments, approaches, strategy, data etc. so that to answer RQ & ROs in the best way

Research methodology and your “choice & selection” is well summarized in “**Research Onion**” developed by Saunders et al., 2016.



2. Methodology: “Research Onion”



3. Type of research by *Purpose*

1) Exploratory: main purpose of this research is to explore and uncover new area, new phenomenon, certain event that was not explored before

Example: uber in Uzbekistan, mompreneurs – who are they ?

2) Descriptive: main purpose of this research is to describe patterns, socio-demographic profile and situation. Advantage: good to understand general picture. Disadvantage: limited to explain causal factors

Example: use of Yandex taxi service in Tashkent by age, gender, location

3) Explanatory: purpose of this research is to explain how A and B factors are related, mainly cause-and-effect studies

Example: regression analysis, impact evaluation, how taxi fares in the rush time impact demand for taxi service ?

4. Types of Research Methods (RM): Quantitative, Qualitative, Mixed Research

1) Quantitative RM: main objective is to quantify and measure with numbers, the relationship between variables, hypothesis testing.

Main questions: what is effect ? by how much ? what is impact ?

Example: if temperature increase or decrease, how demand for taxi changes ?

2) Qualitative RM: main objective is to qualify, describe and understand why and how certain events happen, why human being behave in particular way ?

Example: how male / female consumers do shopping in supermarkets ?

3) Mixed RM: combination of 1) and 2)

Example 1: what RM was used in this example ?

https://www.youtube.com/watch?v=y8hXI-RZe_s



Example 2: what RM was used in this example ?

<https://www.youtube.com/watch?v=jeQ7C4JLpug&t=6s>



5. Key features of Quanti RM & Quali RM

Features:	Quantitative RM:	Qualitative RM:
1) Objective:	measure how ? by how much ?	understand why ? How ?
2) Theory	Test theory Hypothesis testing	Develop theory Hypothesis development
3) Variables:	Numbers, statistics, %, elasticity	Words, gestures, emotions, body language
4) Data:	Mainly secondary, surveys, datasets	Mainly primary: Interviews, observations
5) Sample:	Large (50 – 2400...)	Small (3-20...)
6) Findings:	Generalizations to population	Small, isolated effect

6. Strategies of Quanti RM & Quali RM

	Quantitative RM:	Qualitative RM:
Strategies:	1) Survey 2) Experiments 3) Case studies	1) Interviews 2) FGD 3) Observations 4) Ethnography 5) Lit. Review
Types of data:	numbers, categories, frequencies, etc.	words, behavior, gestures
Research Instruments:	Questionnaires Structured observations	In-depth interviews FGD, observations
Analysis:	math, stat and regression analysis, hypothesis testing	summarize, categorize, interpret

Let's do practice !

Form small teams of 3-5 members. Given beautiful name to your team

In each team, develop and present the followings:

- a) For given RQ, elaborate ROs
- b) Decide on RM: quantitative, qualitative, mixed
- c) Define which strategy & data you would need
- d) What are expected findings

Team 1: RQ: What is impact of Covid on household wellbeing ?

Team 2: RQ: Why sales in grocery stores increases suddenly on Fridays ?

Team 3: RQ: What is effect of expensive odor (Chanel №5) on shopping behavior ?

Team 4: RQ: How parents influence on career choice of their children ?

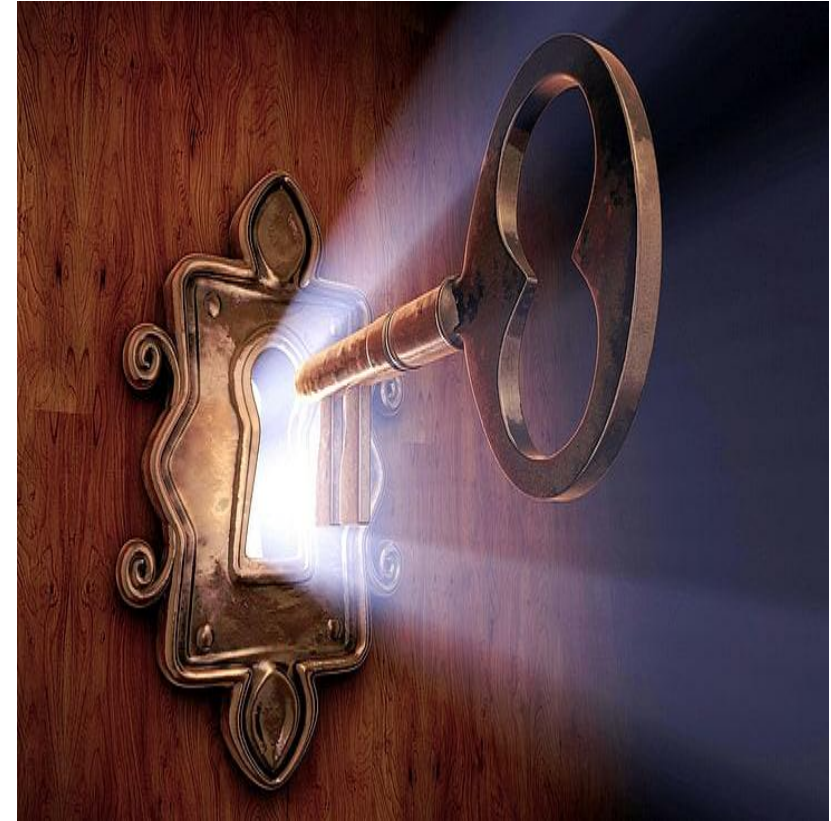
7. How do we know whether to use Quanti or Quali RM ?

1) There is no single rule

2) Choice of Quanti vs. Quali depends on RQ & ROs

3) Other considerations: time, budget, academic / non-academic research

4) The best RM design – the one which provides the answer to RQ the best



References

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- Saunders, M., Lewis, P. and Thornhill, A. (2016). ***Research methods for business students, (7th edition)* London: Pearson Education.**



Questions ? Comments ?