Quantitative Research: Description, Pros And Cons

1. Introduction

Quantitative research is a systematic way of analyzing or investigating observable phenomena via statistical, mathematical, and computational techniques. This is closely related to affiliated methods of scientific research.

The important and main goal of this method is establishing of hypotheses and theories, experimental control and manipulation of variables, and development of mathematical models [

The main characteristics of quantitative methods of research are :

1. Results are based on large samples and figures.
2. The research can usually be repeated.
3. Researchers have a well-defined question that what objective should answer.
4. Before the collection of data, all the in-formations and queries are collected.
5. Data which is gathered provides reflects more values figures and accounting relations.

2. Methods

Data collection can be divided into sampling methods and data collection with the use of surveys and polls. When we look for a quantitative research method and have to make a data collection on it we can use many ways. Surveys are also a way to gather knowledge and to assemble the research points in a way that gives us a quantitative approach so the knowledge is more than enough to get any point clear out. In this way researcher poses some kinds of questions to an entire group or sample, this is especially a broad way to question a large number of people. For youth culture data we can survey universities, banks, malls, markets, and schools to get acknowledge about youth minds and perspectives. As youth culture demands the sense of identity, different behaviors, ways of living, different habits, dealings of social affairs (control/promote) we can figure them out in a large range of analyses to bring out a change in respect of their thought or can control their wrong thoughts by creating different teams who can counsel them.

Survey design takes a great deal of thoughtful planning and often a great many rounds of revision. But it is worth the effort. Survey research is an especially useful approach when a researcher aims to describe or explain features of a very large group or groups. This method may also be used as a way of quickly gaining some general details about one’s population of interest to help prepare for a more focused, in-depth study using time-intensive methods such as in-depth interviews or field research. In this case, a survey may help a researcher identify specific individuals or locations from which to collect additional data.

Pros:

1. It’s easy to do and quick to create
2. It has a wide reach

3. It saves you money on research costs

Cons

1. It gathers large and significant data
2. Making the wrong questions can lead to inaccurate data
3. Respondents may skip answers or quit in the middle of a survey

3. Critical Analysis

Basically, quantitative research does not give enough theory to explain the topic or subject, although scientific research or social research should have to clear the points to the reader and should reflect the observations and experiments as well as but as this is in form of tables, charts, and graphs so it keeps itself limited rather than to explain itself. Although there are many methods to make the quantitative research they definitely limit to some points such as :

1. Point to ponders
2. Theoretical approach
3. Experimental pieces of evidence and approaches etc

Quantitative methods do not provide reasoning behind the person's response, they usually don't reach unrepresentative populations and they take a long span of time to cover any research.

4. Conclusion

For the quantitative research methods, there are many properties which make it enable to use this and it gives a vast range of methods to adopt for data gathering such as surveys, structured interviews, in-depth interviews, ethnographic models, landscape analysis, focus groups, etc. In many ways, this method gives advantages of space, words, and style but it is limited to information and facts. Surveys are a way that a variety of information gathers and provides leverage of large understanding whereas other methods give a lot of facts but their less variability is a great point for its limitations. Surveys provide a huge plate form for gathering data in many ways, it gives the opportunity of different online data collection and also makes us able to work offline. Surveys although also give some limitations to the path of research and make or need a precise way.

References

1. En.Wikipedia.org. (2019). Structured interview. [online] Available at: HTTP://en.Wikipedia.org/wiki/Structured_interview [Accessed 28 Sept. 2019].].
2. Quantitative data can help you see the big picture [En.Wikipedia.org. (2019). Quantitative research. [online] Available at: HTTP://en.Wikipedia.org/wiki/Quantitative_research#cite_note-Given_2008-1 [Accessed 28 Sept. 2019].].
3. There are four main types of quantitative research designs: descriptive, cor-relational, quasi-experimental and experimental [Biz-fluent.com. (2019). [online] Available at:

HTTP://biz-fluent.com/info-8580000-six-types-qualitative-research.HTML [Accessed 28 Sept. 2019].].
4. Quantitative analysis requires numeric information in the form of variables. A variable is a way of measuring any characteristic that varies or has two or more possible values [Malcolm Gladwell, The New Yorker, May 29, 2000].
5. Quantitative methods are an integral component of five angles of analysis by data percolation methodology but quantitative methods have some limitations [En.m.Wikipedia.org. (2019). Structured interview. [online] Available at: HTTP://en.m.Wikipedia.org/wiki/Structured_interview [Accessed 28 Sept. 2019].].