

QUESTION:

Differentiate between qualitative and quantitative way of studying any social phenomenon. Elaborate by giving an example of each approach and how that can be inquired?

Introduction:

The qualitative and quantitative modes of inquiry are two distinct research approaches used to investigate social issues. Each have its own strength and weakness, however, the choice of the method to use depends on the research question and social phenomena under study. Hence, the inquiry is based upon the problem of interest, resource available, skills, training of researcher and the targeted audience.

## Differences Between Qualitative And Quantitative Way of Studying Social Phenomena:

## DEFINITION

### QUANTITATIVE APPROACH

It is defined as the method of investigating the phenomena that involves the collection of data and analysis of numerical methods.

### QUALITATIVE APPROACH

It is defined as the method of investigating the phenomena that do not involve the collection of data and analysis of numerical data.

## Type of Approach

It is the structured approach to the inquiry.

It is the unstructured approach to the inquiry.

## Data Type

It deals with the hard data, which is in numerical form.

For example:

age, education, height, income, weight etc.

It deals with soft data which is in the form of impression, words, photos and symbols etc.

For example: case studies, photographs, audio, and video, documents etc.

## Theory

Theory is largely casual and deductive.

Theory can be casual or non-casual and is often inductive.

## Procedures

Procedures are standard and replication is frequent.

Research procedures are particular and replication is rare.

## Concepts

Concepts are in the form of distinct variables.

Concepts are in the form of themes, motifs, generalization & taxonomies.

## Measures

Measures are systematically created before data collection and are standardized.

Measures are created in an ad hoc manner and are often specific to individual setting or researcher.

## Analysis

Analysis proceeds by using statistics, tables or charts and shows how they relate to the hypothesis.

Analysis proceeds by extracting themes or generalization from evidence and organizing data to present a coherent, consistent picture.

## Inquiry Of Qualitative Approach With The Help Of Example

In order to understand how a social phenomena can be studied using qualitative approach a hypothetical case study is presented in which Mr. X presented a case study on: "Gender Dynamics in Rural areas of Pakistan". The approach used is given below:

### 1: Author And Title Of Study

Mr. X is the author of the case study. The case study

he presented is based on  
"Gender Dynamics In Rural  
Pakistan".

## 2: Acknowledge Self & Context

Mr. X is an sociologist with  
background in gender studies.  
He explored women's empower-  
ment in a conservative rural  
village of Pakistan.

## 3: Socio-Cultural Context

The study takes place in a  
remote northern Pakistani village  
with strong patriarchal norms  
and limited role of women.

## 4: Design, Collect, Analyze & Interpret

Using ethnographic methods  
Mr. X conducts three years  
of field work in the village.  
He conducted in-depth interviews  
, observes daily life and docu-  
ments interaction. Detailed journal-  
ing and photos aid her  
analysis

## 5: Inform Others

Mr. X then finally shares his findings in an ethnographic monograph which was then presented at academic conference and published in journals.

Thus, by using a hypothetical case study, the applications of qualitative approach in particular social issue can be understood.

## Inquiry Of Quantitative Approach With The Help Of Example

To study social phenomena using quantitative approach a hypothetical study is being presented which involves the following steps:

### 1: Author And Title Of Study

Mr. Y is the author who presented the study on: "Effects of time management training on academic performance in high schools of Pakistan".

2: Topic Selection  
Time Management Training and Academic performance in High Schools.

3: Focus On Question

Does providing time management training to high school students would lead to increase in academic performance?

4: Design The Study

A Quasi-Experiment was conducted with two groups of students. with an experimental group receiving 1 month training and controlled group with no training. The academic performance was tested in a final mock exam.

5: Data Interpretation

The results showed that the group undergoing training showed statistically significant improvement, compared to control group, in their performance.

## 7: Inform others

The findings containing charts, figures and statistical data were presented in education conference and were published afterwards. ✓

Thus, the study shows how the quantitative approach can be employed to study a social phenomena.

## Conclusion:

Hence the qualitative research delves into intricate details and subjective experiences of individuals, while quantitative focuses on numerical data analysis, making objective conclusions. Overall, the choice between the approach depends upon the social phenomena and the nature of research question.

ans is satisfactory

main ideas addressed and ans is according to the questions asked 9/20