

NATURE OF INQUIRY AND RESEARCH

At the end of the topic, you will be able to:

1. define what is research;
2. give reasons why do we conduct research;
3. identify different types of research; and
4. differentiate qualitative research from quantitative research

Winston Churchill said, “True genius resides in the capacity for evaluation of uncertain, hazardous, and conflicting information.” Throughout the existence of mankind, it has never conformed into settling as to where it’s current state is.

There are a lot of things that we want to explore and discover in this world. Wandering and exploring the world allows us to experience different problems and urges an individual to move, act, or do something in seeking answers to our questions or to discover truths about our inquiry or inferences. As stated by Baraceros (2017), “behaving like an investigator, asking, seeking answers, to some questions about the thing you find puzzling indicates the true nature of inquiry research”.

What is research?

- Artistic way of getting intellectual truth
- Process of gathering data
- Systematic or scientific method
- Confirmation of existing theories
- Objective inquiry
- Extensive experimentation
- Critical investigation
- A scientific investigation in gathering data
- ***“Research is a systematic process of gathering intellectual data using inquiry, experimentation and investigation”***

Why do we search again?

- To reaffirm results of previous works
- To modify or increase stock knowledge
- To amend new discoveries

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- To clarify unclear data
- To enhance knowledge
- To solve existing problem
- To confirm existing theories
- To correct presumptions
- To test the validity of the existing knowledge
- To expand past works
- To discover new elements
- To improve the quality of life

TYPES OF RESEARCH ACCORDING TO PURPOSE

1. Basic Research

- The research which is done for knowledge enhancement.
- The research that does not have immediate commercial potential.
- The research which is done for the human welfare, animal welfare and plant kingdom welfare.
- The main motivation is to expand man's knowledge
- It is also called **pure and fundamental research**

2. Applied Research

- Also known as **Action Research**
- A research designed to solve practical problems of the modern world, rather than to acquire knowledge for knowledge sake.
- It improves the human condition

TYPES OF RESEARCH ACCORDING TO STRUCTURE AS DEFINED AND DIFFERENTIATED BY DEFRANZO (2011)

1. Qualitative Research

- Difficult to quantify
- Qualitative Research is simply exploratory research. It is used to acquire an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. Qualitative Research is also used to uncover trends in thought and opinions, and dive deeper into the problem.
- Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions), individual interviews, and participation/observations. The sample size is typically small, and respondents are selected to fulfill a given quota.

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2. Quantitative Research

- An empirical investigation or a phenomenon via statistical mathematical and computational techniques.
- Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables - and generalize results from a larger sample population.
- Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys - online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations.

Research Aspect	Quantitative	Qualitative
Common Purpose	Test Hypotheses or Specific Research Questions	Discover Ideas, used in Exploratory Research with General Research Objects
Approach	Measure and Test	Observe and Interpret
Data Collection Approach	Structured Response Categories Provided	Unstructure, Free-Form
Research Independence	Researcher Uninvolved Observer. Results Are Objective.	Researcher Is Intimately Involved. Results Are Subjective.
Samples	Large Samples to Produce Generalizable Results	Small Samples - Often in Natural Settings
Most Often Used	Descriptive and Causal Research Designs	Exploratory Research Designs

The figure shows the important key points on the difference of Qualitative Research and Quantitative Research in terms of the following aspects such as: Purpose, Approach, Data Collection, Research Independence, Samples and examples where it is commonly used.

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Reference/s:

Baraceros, Esther L. (2017), Practical Research 1, Rex Book Store, Inc., First Edition

DeFranzo, S. E. (2011), *What's the difference between qualitative and quantitative research?*

Retrieved September 9, 2019, from SanpSurvey:
<https://www.snapsurveys.com/blog/qualitative-vs-quantitative-research/>

Other Reading Material/s:

<http://www.cibtech.org/sp.ed/jls/2015/02/143-JLS-S2-147-HOJATOLAH-COMPARISON%20-66.pdf>