

QUANTITATIVE AND QUALITATIVE

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SANTIAGO YEPES SERNA



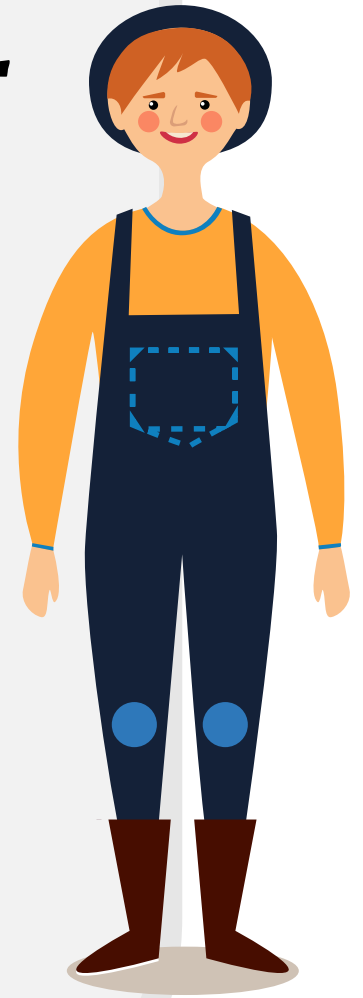
QUANTITATIVE

This type of research focuses on identifying patterns, obtaining statistical data and having a high level of objectivity.



QUALITATIVE

This type of research focuses on analyzing the most abstract aspects such as emotions, beliefs and social contexts.



QUESTIONNAIRE

What type of music do you like?

-Rock

-Jazz

-Classic

-electro

What is your favorite material to make nests?

-Wool

-Branches

-Straw

-feathers



DESCRIPTIVE STATISTICS

It is a method to display data in an understandable way

Chicken 1: Jazz-Branches

Chicken 6: Jazz-Branches

Chicken 2: Rock-Branches

Chicken 7: Jazz-Branches

Chicken 3: Classic-Wool

Chicken 8: ~~Rock~~-Electro-Straw

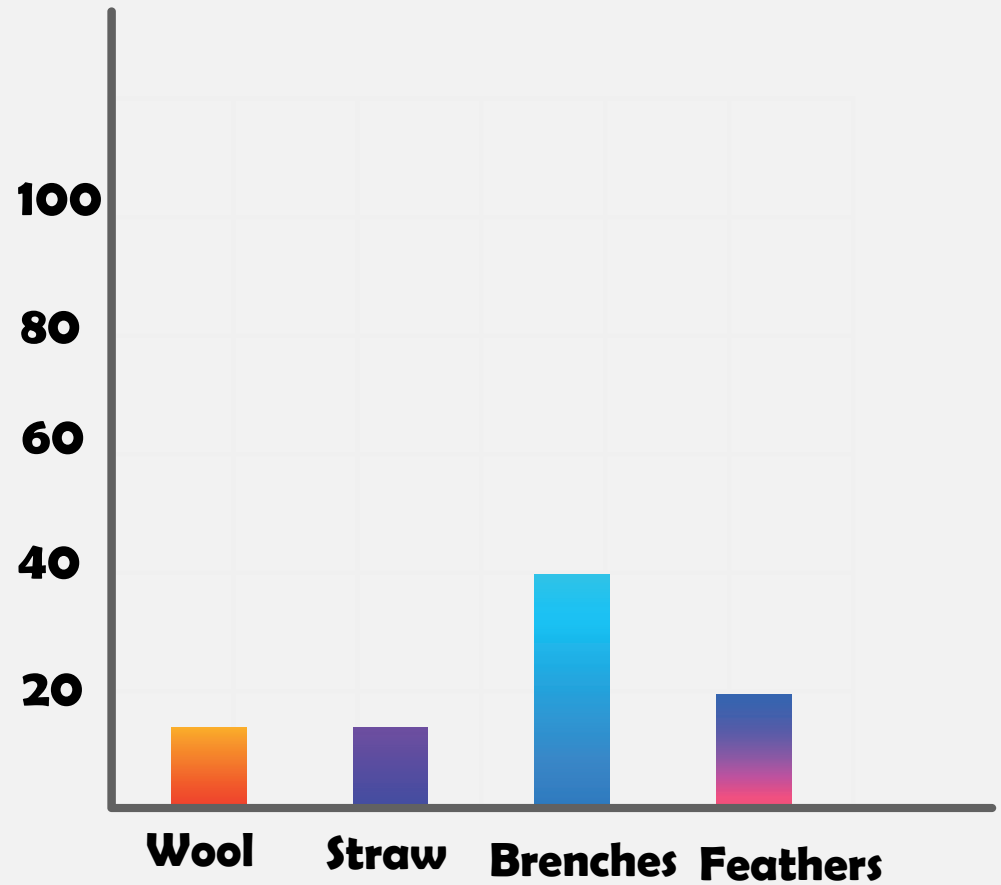
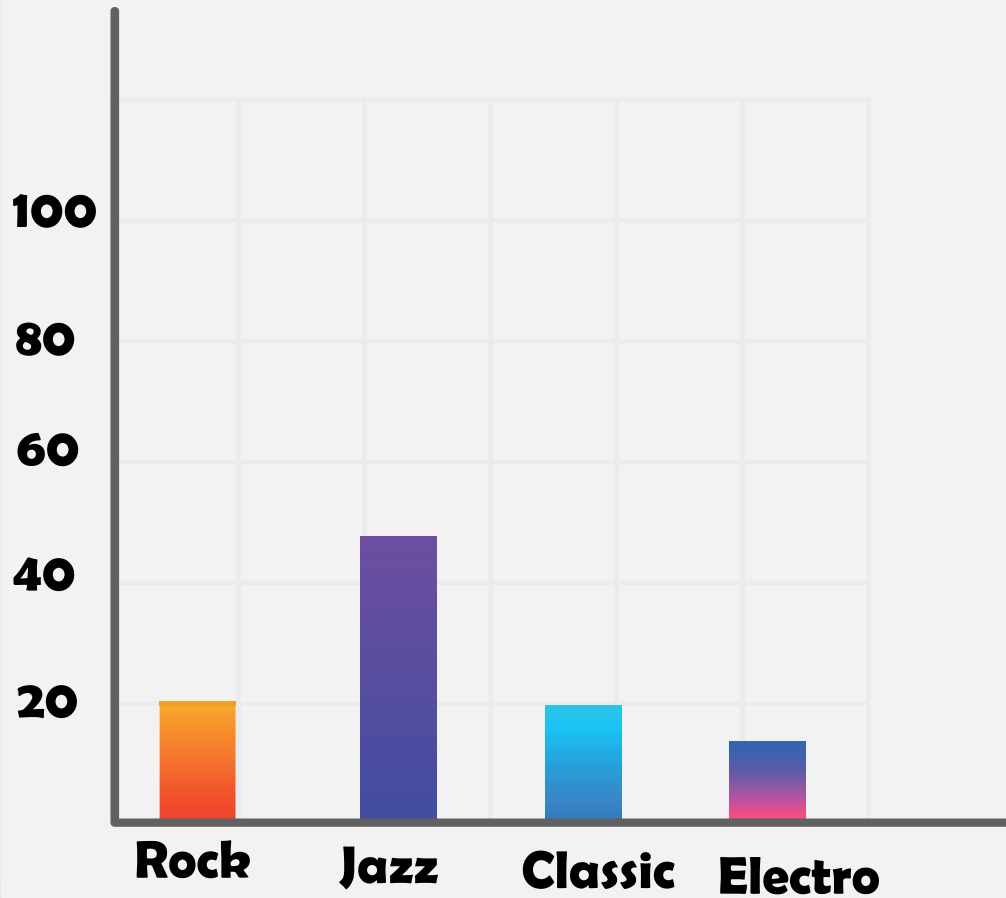
Chicken 4: Jazz-Wool

Chicken 9: Classic-Wool

Chicken 5: Classic-Straw

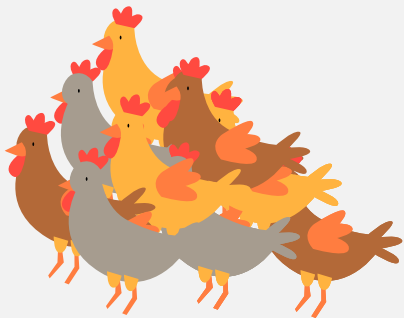
Chicken 10: Classic-Wool

DESCRIPTIVE STATISTICS

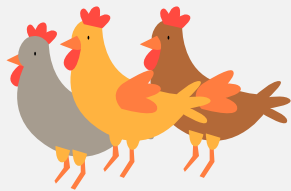


INFERENCEAL STADISTICS

This method tries to show and analyze the data of an investigation, it focuses on the use of samples and statistical data.

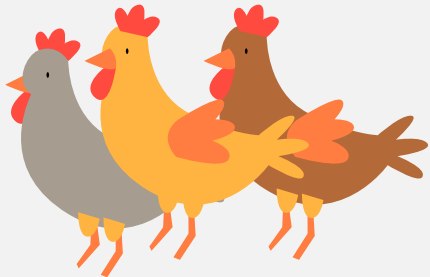


Population = 300 Chickens/We got Parameters From a population

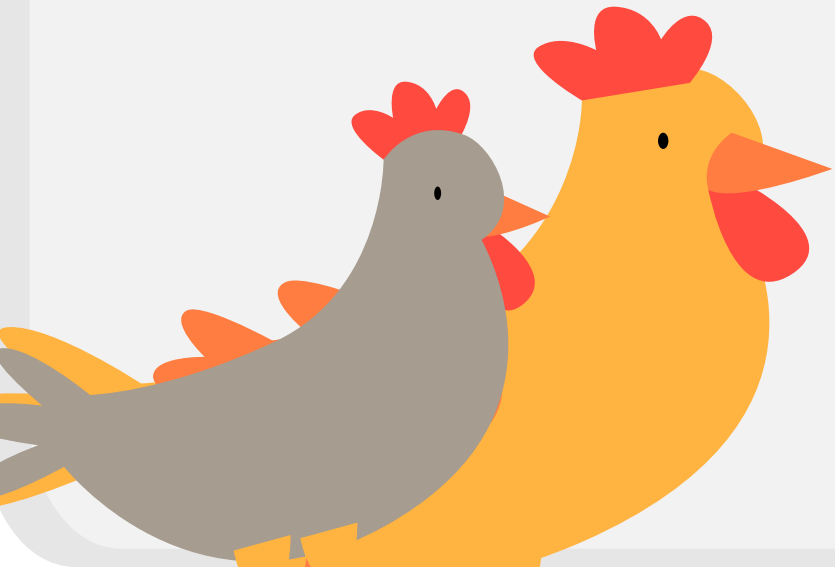


Sample = 100 Chickens /We got stadistics from a Sample

INFERENTIAL STATISTICS



Sample = 100 Chickens



The farmer assume they prefer: Jazz and Brenches, based On sample

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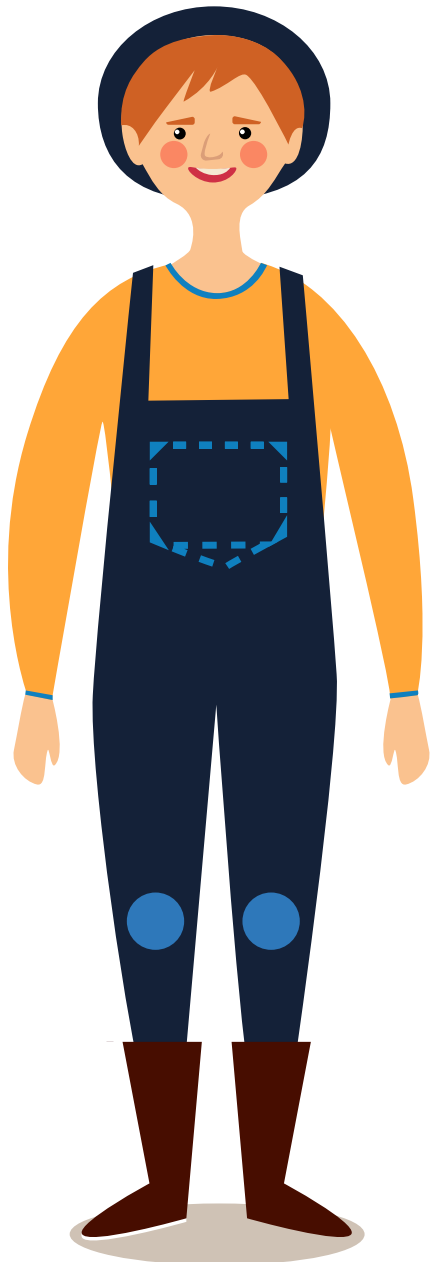
-Straw

-feathers

Do you like lay eggs? Y/N



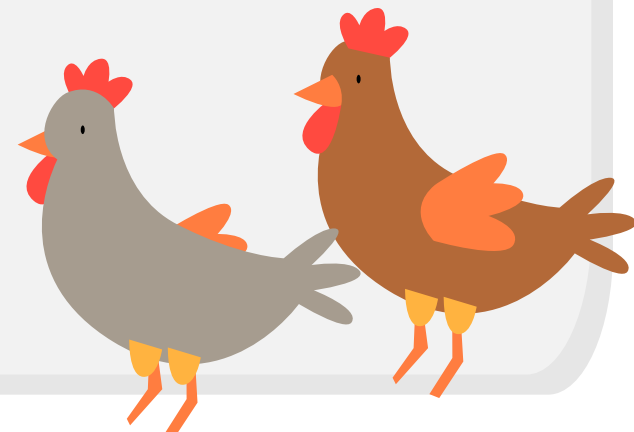
INTERVIEW



How do you feel living in the chicken? coop

Do you think the farmers treat you well?

What do you think about laying eggs?



MY RESTAURANT A QUALITATIVE RESEARCH

Qualitative research:

If you want to improve your services or to design a better menu to prepare what your customers want, you need to have information about your customers opinions, preferences and experiences.

One of the ways to gain qualitative information is an interview with open-ended questions.



MY RESTAURANT A QUANTITATIVE RESEARCH

Quantitative research:

but if you need numeric feedback about your restaurant it is a good idea to conduct a quantitative research.

One of the best ways to gather quantitative information is survey with close-ended question.



QUALITATIVE

Search reasons not just results

Its data requires more time to analyze.

The way to acquire the data is flexible (questions may change depending on the situation)

Objectivity problems (emotions are complicated)

QUANTITATIVE

This research focuses on showing results

Its data can be collected quickly and analyzed with statistics

Its questions are not flexible

may have bias by ignoring other external factors (environment, social status, motivation)

REFERENCES

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