

- Asst. Prof. Lakshmi Jasti: ICT and E resources usage

1. MS Office,
2. Website,
3. Video.

MS Office: Sample PPT of BRM

Qualitative versus Quantitative

Criteria	Qualitative Research	Quantitative Research
Purpose	To understand & interpret social interactions.	To test hypotheses, look at cause & effect, & make predictions.
Group Studied	Smaller & not randomly selected.	Larger & randomly selected.
Variables	Study of the whole, not variables.	Specific variables studied.
Type of Data Collected	Words, images, or objects.	Numbers and statistics.
Form of Data Collected	Qualitative data such as open-ended responses, interviews, participant observations, field notes, & reflections.	Quantitative data based on precise measurements using structured & validated data-collection instruments.
Type of Data Analysis	Identify patterns, features, themes.	Identify statistical relationships.

Example: Websites referred

- 1. http://www.b2binternational.com/assets/ebooks/mr_guide/03-market-research-ch3.pdf.
- 2. <http://www.monash.edu.au/lls/hdr/write/5.3.html>
- 3. <http://www.scribd.com/doc/2034905/Part-5>
- 4. http://www.adelaide.edu.au/writingcentre/learning_guides/learningGuide_writingAResearchReport.pdf



SIMPLE RANDOM SAMPLING.....

- Estimates are easy to calculate.
- Simple random sampling is always an EPS design, but not all EPS designs are simple random sampling.



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