

Introduction to Quantitative Research

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Surveys

- Standardised data about a large number of people
- Factual
- Attitudinal
- Explanatory

Sampling

- Sample
- Sampling Frame
- Sample Size

Methods of Sampling - Quantitative

- Random
- Stratified Random
- Systematic
- Cluster
- Quota
- Grab

Contact is not easy

- Error in Sampling Frame
- Refusals
- Contact
- Access

Different Questionnaire Designs

- Different depending on use
 - Telephone interviews - short
 - Self administered - easy to follow & complete
 - Interviewer administered - longer, more detailed but need interviewer instructions

Before the Questionnaire

- Research Idea & Objectives
- Statement of the Research Problem
- Areas/Subject
- Hypotheses
- Knowledge Required for each hypothesis
- Questions

The Questionnaire

- Obtain all & only the relevant information
- Should be easily administered- flow
- Clear and detailed instructions
- Format and sequence of questions is crucial
- The wording of questions is vital
- A pilot is always necessary

Wording of questions

- Easy to understand
- Ask one question at time
- Should not be leading
- Avoid negatives
- Length of question
- Response categories - exhaustive & mutually exclusive
- Avoid vague phrases

Interviewing

- Put your respondent at ease
- Ensure the respondent of confidentiality & anonymity
- Build rapport
- Follow instructions
- Do not engage in private conversation
- Do not offer personal judgments
- Thank respondent at end

Bias

- History Bias/Recall Bias
- Measurement Bias
- Selection Bias
- Interviewer Bias

Keep in mind

- Reliability – consistent results
- Validity – measures what proposes
- Sensitivity – evaluation of test
- Specificity – performance of test

Preparation of Data for Computer Analysis

- Data coding
- Data checking/editing on receipt
- Missing and Inconsistent data
- Skips
- Reliability Checks
- Reverse Engineering (work back from content of report)

Planning

- The Foundation of Research
- All issues considered before commencing
 - ‘day to day’ issues
 - end product
 - target audience

Remember

- Clear understanding of the research objectives
- Training necessary
- Statistician/Analyst should be contacted as soon as possible

Report Writing

- Introduction
- Methodology
- Results
- Discussion
- Acknowledgements
- Appendices
- References