

Empirical Social Research

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Agenda

- Learning Objectives
- Research Approaches
- Q&A

Research approaches

Students are able to ...

- ✓ ... distinguish between qualitative and quantitative research
- ✓ ... distinguish between deductive and inductive research

Hypotheses

- A hypothesis (plural hypotheses) is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it.
- Scientists generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories.
- Hypotheses are usually worded like.....
«There is a significant relationship between alcohol intake and headache.....»

Research approaches

Deduction

With deduction a theory and hypothesis (or hypotheses) are developed and a research strategy designed to test the hypothesis.

Induction

With induction, data are collected and a theory developed as a result of the data analysis.

Research approaches

Deductivism:

- theory --> data
- explicit hypothesis to be confirmed or rejected
- quantitative research

Inductivism:

- data --> theory
- generalizable inferences from observations
- qualitative research /grounded theory

Research approaches

Deduction	Induction
Rule: All the beans from this bag are white.	Case: These beans are [randomly selected] from this bag.
Case: These beans are from this bag.	Result: These beans are white.
∴ Result: These beans are white.	∴ Rule: All the beans from this bag are white.

Qualitative and quantitative research

Research strategy: quantitative or qualitative?

It is useful to classify business research methods into two distinctive clusters:

- quantitative and qualitative

Qualitative and quantitative research

Features of *quantitative* research

- A measurement of social variables
- Common research designs: surveys and experiments
- Numerical and statistical data
- Deductive theory testing

Qualitative and quantitative research

Features of *qualitative* research

- Common methods: interviews, ethnography
- Data are words, texts and stories
- Inductive approach: theory emerges from data

Qualitative and Quantitative Research

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

Wrap-up

Students are able to ...

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Thank you very much for your attention.

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