

MYTHS ABOUT QUANTITATIVE RESEARCH

1. Data has to be in the form of numbers in order to do quantitative research. Not necessarily. You can convert qualitative data (e.g., attitudes, opinions) into quantitative data by measuring the data numerically. For example, ask participants to rate their opinion on a scale of one to five.

2. Quantitative and qualitative research cannot be used together. Absolutely false! If appropriate to the research need, a combination of quantitative and qualitative research methods makes for a very strong research design. This is called a mixed methods design and is the ideal design if appropriate.

3. The most important part of quantitative research is the statistics. No! Statistics are necessary in order to conduct your analysis. However, if you do not create a clear research design (including research question and plan for data collection) at the beginning of your study, the data will not be reliable. All of the statistics in the world could not provide reliable results at that point.

4. Quantitative research is the only objective kind of research. Not at all! Qualitative research is not purely subjective. There are many kinds of qualitative methods that can include a wide variety of viewpoints.

5. Quantitative research cannot explain things. You need to use qualitative research for that. No! While qualitative research generally provides more detail and less breadth than quantitative research, a well-designed quantitative study will document what happens as well as provide an explanation for why it happens.



Reference:

Muijs, D. (2004). *Doing Quantitative Research in Education with SPSS*. London: Sage Publications Ltd., p. 9.