

# Bryman And Bell 2011 Business Research Methods Quantitative Methods

Research Feature	Quantitative	Qualitative
Research Purpose	Test Hypotheses or Specific Research Questions	Discover Ideas, Understand Underlying Research Issues, Generate Research Ideas
Approach	Measures and Tests	Interviews and Focus Groups
Data Collection Approach	Structured Responses, Computer-Assisted	Interviews, Focus Groups
Research Independence	Researcher Uninvolved, Objective, Neutral, Not Involved	Researcher is Intimately Involved, Researcher is Involved
Sample	Large Samples for Prediction, Generalizable Results	Small Samples, Often 10-20, Personal Insights
Research Design	Experimental and General Research Designs	Exploratory Research Designs

## BRYMAN AND BELL 2011 BUSINESS RESEARCH METHODS QUANTITATIVE METHODS