

## HBS108 Exam Revision

<p style="text-align: center;"><b>NATURALISTIC/OBSERVATIONAL</b> <b>(inductive)</b></p> <ul style="list-style-type: none"> <li>- understanding</li> <li>- interpretation</li> <li>- observational</li> <li>- not guided by predetermined hypothesis/theory</li> <li>- advances new theories</li> <li>- within the natural context</li> </ul>	<p style="text-align: center;"><b>EXPERIMENTAL</b> <b>(deductive)</b></p> <ul style="list-style-type: none"> <li>- prediction</li> <li>- hypothesis</li> <li>- can be interventions</li> <li>- guided by hypothesis</li> <li>- tests existing theories</li> <li>- can occur outside the natural setting</li> </ul>
<b>= QUALITATIVE RESEARCH (the words)</b>	<b>= QUANTITATIVE RESEARCH (the numbers)</b>

### Inductive Research Approach (Used for Qualitative Research) (Observational)



### Deductive Research Approach (used for QUANTITATIVE Research)



### ETHICS

#### 6 Key Principles –

- Self Determination
- Privacy
- Confidentiality and Anonymity
- Informed Consent
- Fair Treatment
- Protection from Discomfort and Pain

### Qualitative and Quantitative Research Methods

	Qualitative	Quantitative
<b>Study Design</b>	Ethnography Phenomenology Grounded Theory	Systematic Review/Meta Analysis Randomized Control Trial (RCT) Cohort Studies      Case-Control Cross-Sectional Case Study
<b>Sampling or Recruitment</b>	<i>Non-probability:</i> Convenience Quota Purposive Snowball	<i>Probability:</i> Simple Random Systematic Stratified Cluster
<b>Data Collection</b>	Interview Focus Group Observation	Questionnaire (Survey) Physiological Measurements Existing Records
<b>Data Analysis</b>	Transcription & Immersion Coding Thematic Analysis	Descriptive Statistics Measures of Association Measure of Statistical Significance