

Importance of Qualitative Research

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Opinion

The goal of quantitative studies is to test the hypothesis and generalize the findings. In a qualitative study, we are interested in knowing the problem or in-depth information by collecting textual information understanding and interpreting the problem. We are studying people's perceptions and experience their views. There is nothing wrong and right in their belief. Therefore, qualitative research is more patient-oriented, which helps to ensure that studies focus on patient-identified priorities, which results in better patient outcomes. In a qualitative study, the goal is to develop a concept verified using the quantitative approach. This approach transforms a research subject from a passive receptor of services to a proactive partner who helps in improvising the research and its outcomes. The qualitative study is very flexible in design than quantitative.

The research question should determine the choice between quantitative and qualitative research methods, not by the researcher's preference or expertise. Researchers often neglect to understand the usefulness of studying small samples; this is related to the misapprehension that generalizability is the ultimate goal of research. Appropriate sample size for a qualitative study is one that adequately answers the research question. The main goal of interventional research is to discover new treatments and use existing treatments in the best possible ways. The authors emphasize using a mixed-method approach if the study objectives can be met. In a mixed-method approach, quantitative and qualitative methods are both used. The mixed-method style helps explore and understand the reasons for success or failure to implement evidence-based practice or identify strategies for facilitating implementation. As per Palinkas, "Qualitative methods are, for the most part, intended to achieve a depth of understanding, while quantitative methods are intended to achieve a breadth of understanding."