



Doing Research: Quantitative & Qualitative Methods

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Key Aspects

- Sampling
- Research questions
- Ethics

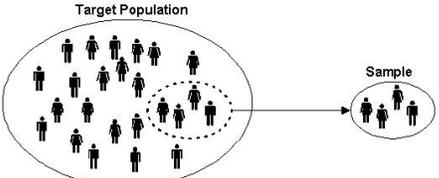


Quantitative Research: Sampling

- The idea: Based on your sample of the population, you can draw inferences (generalize) about the population
- You never observe a population; only a sample
 - For example, out of the Kosovo “population”, we are selecting some citizens to be interviewed.
 - Out of Gjakova Municipality, we are selecting a sample of Gjakovar citizens
- Based on our findings we can make inferences (generalizations) about the entire “population”
- How you select your sample, therefore, has crucial implications for your research findings

 **Sampling**

- Selected from the population
- Representative of the population
 - Men, women, rural/urban, ethnic groups?



 **Simple Random Sampling**

- Random
- Every 10th household, right side
- Nearest birthday technique
- Sample size (~10%)
- Not home



 **Asking Good Questions**

- Think carefully about which questions you need to ask to get the information you need
- Ask in different ways the same thing (for validity)
- Clear, simple
- Not two questions at the same time
 - Example: How do you feel about your elected officials and did you participate in elections?
- Avoid unclear terms (e.g., community, development, corruption)
- Not leading
 - Example: Why didn't you claim your inheritance?
- Avoid loaded terms (e.g., democracy, good governance, freedom)
- Avoid 'why' questions



Ethics

- Train researchers on above and on the following.
- Avoid under age 18, or take special precautions
- Introduction with information about research, including:
 - Who is conducting research; who is funding it
 - What its purpose is; what it seeks to achieve
 - How it will be used
- Offer to answer any questions
- Confidential
- Secure permission before starting
- Ideally leave behind a paper with the information and who to contact with questions/concerns



Interviewing Ethics

- During interview
 - Listen, make eye contact, make encouraging comments toward encouraging them to disclose more
 - Be sensitive to emotions
 - Avoid urgency or impatience
- Closing the interview
 - Make respondents feel it was a success (e.g., note the valuable contributions they made, useful insight)
 - Confirm next steps (e.g., if follow-up will occur; if check transcript or draft)
- Review notes immediately after the interview to make sure you got anything and to clarify unclear bits.



Example: Shqiponjat e Dardanes

- Research question / aim: what aim to achieve?
 - “Grate Kane te drejta te barabarta me burrat para ligjit – por a praktikohen?”
- Population and population size?
 - Gender
 - Age
 - Rural/urban
 - Ethnicity?
- Sample size: 100
- Research questions?



Qualitative Research Example: Femrat Aktiv Gjakoves

- Research question / aim?
 - Monitorimi i Strategjise Komunale mbi dhunen ne Familje
- Methodology?
- Sample?
 - Gender
 - Age
 - Rural/urban
 - Ethnicity?
- Research questions?
