



Methodology

Methodology—the simple explanation

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Methodology

What is it?

- Methodology is a fancy word for 'How did you look and gather your information and data?'
- You have two basic 'types' of methodology
 1. **Quantitative** (Numbers and Statistical studies)
 2. **Qualitative** (Usually based on story or report/observation)

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Quantitative

- This is usually done via surveys with weighed questions.
 - Examples are feeling scales. “Are you 1) Very Happy 2) Happy 3) Neither Happy nor Sad 4) Sad or 5) Very Sad.”
 - As you can see the scale goes from 1-5.
 - The answer is then coded to see how many people say what/when/where.
 - Example from above: 55% of Hispanic Women say they are Happy.

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Qualitative

- This is usually done via observation or interview.
 - Example: A research done on WWII pilots and recollection. You can interview them or read about them and describe what you see.
- You have to make your reasons clear on what you are going for.
 - Example: Maybe you find out that the most repeated line in the interviews for everyone was “I was just doing my duty for my country.”

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Combination

- **Qualitative** and **Quantitative** can be combined.
 - The student review for the class.
 - Most of the student review is **Quantitative** (they ask you a question on a feeling scale).
 - There is also an “Open ended Question” where you can fill out whatever you wish. This is **Qualitative**.

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For further information:

- The next unit will go deeper into Methodology
- A good link to see an easy example is here:
<http://www.regentsprep.org/math/algebra/categorizing-data/qualitative-vs-quantitative-data/>
- Or a Prezi example here:
http://prezi.com/ixf_buxmfjrd/how-to-plan-your-methodology/