

NOTES

05-05-20

Differences between Conclusive and exploratory research :-

Conclusive

Exploratory

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| <p>① To test hypothesis and relationships</p> <p>② Information needs are clearly defined</p> <p>③ Large representative sample</p> <p>④ Data analysis is quantitative.</p> <p>⑤ Research process is formal and rigid</p> <p>⑥ Research process is structured</p> <p>⑦ Findings → Conclusive</p> <p>⑧ Outcome → Findings used as input in decision making</p> <p>⑨ Non-probability sampling design (purposive or judgement sampling)</p> | <p>① To get insights and understanding</p> <p>② loosely defined (Info. formation needs)</p> <p>③ Small and non-representative sample</p> <p>④ Primary data analysis is qualitative</p> <p>⑤ Research process is unstructured and not so formal (loose)</p> <p>⑥ Research process is flexible</p> <p>⑦ Only tentative.</p> <p>⑧ Generally followed by further (exploratory) conclusive research.</p> <p>⑨ Probability sampling Design (Random sampling)</p> |
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NOTES

FEBRUARY 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28