MENYUSUN METODE PENELITIAN

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Qualitative Research Method	Quantitative Research Method
▪ Methods include focus groups, in-depth interviews, and reviews of documents for types of themes	▪ Surveys, structured interviews & observations, and reviews of records or documents for numeric information
▪ Primarily inductive process used to formulate theory or hypotheses	▪ Primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory.
▪ More subjective: describes a problem or condition from the point of view of those experiencing it	▪ More objective: provides observed effects (interpreted by researchers) of a program on a problem or condition
▪ Text-based	▪ Number-based
▪ More in-depth information on a few cases (more and deep collect information but few cases…)	▪ Less in-depth but more breadth of information across a large number of cases (less and shallow information but large number of cases)
▪ Fixed response options	▪ Unstructured or semi-structured response options
▪ Statistical tests are used for analysis	▪ No statistical tests]
▪ Can be valid and reliable: largely depends on the measurement device or instrument used	▪ Can be valid and reliable: largely depends on skill and detail of the researcher
▪ Time expenditure heavier on the planning phase and lighter on the analysis phase	▪ Time expenditure lighter on the planning end and heavier during the analysis phase
▪ More generalize	▪ Less generalize
▪ Human behavior model	▪ Natural science model

DESAIN / JENIS

KUANTITATIF	KUALITATIF
Menggunakan Pendekatan Deduktif	Menggunakan Pendekatan Induktif
Alat Analisis yang digunakan	Jenis penelitian yang digunakan

Obyektivitas

KUANTITATIF	KUALITATIF
Populasi & Sampel	Setting penelitian
Semakin Banyak semakin baik	Semakin sedikit semakin baik

Penyusunan Instrumen

KUANTITATIF	KUALITATIF
Berdasarkan penentian definisi operasional	Ditentukan berdasarkan Fokus penelitian

Pengumpulan Data

KUANTITATIF	KUALITATIF
Umumnya menggunakan angket – kuesioner / eksperimen	Langsung pada sumber data yang relevan dan terkait penuh dengan fokus yang diangkat (Wawancara, Observasi, Bukti Dokumen)

Uji Instrumen

KUANTITATIF	KUALITATIF
Uji Validitas & Reliabilitas menggunakan alat analisis	Uji Keabsahan Data (umumnya Triangulasi)

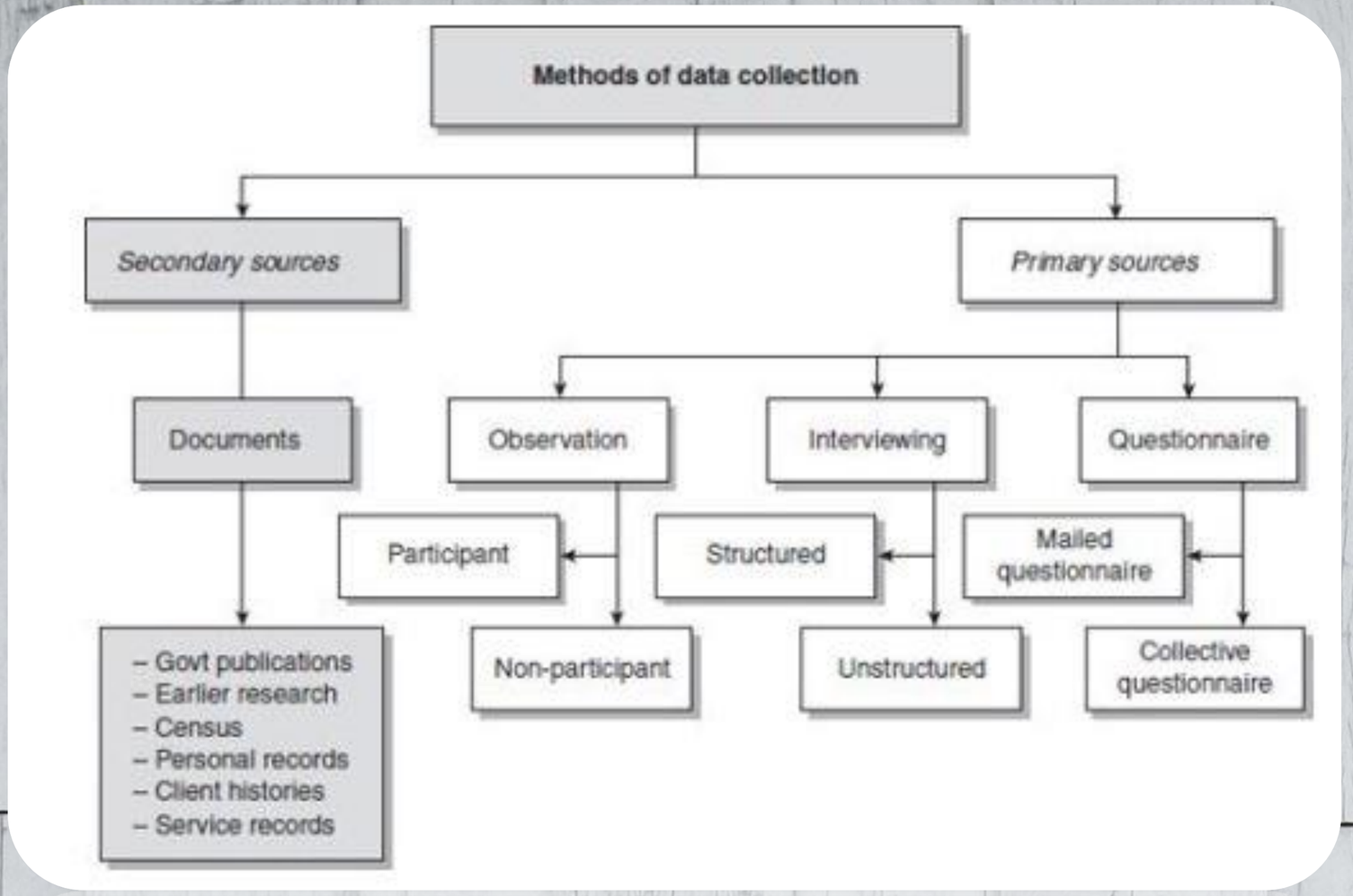
Teknik Analisis Data

KUANTITATIF	KUALITATIF
Menggunakan alat analisis Uji beda, Korelasi dan Regresi (dengan beberapa penyesuaian)	Reduksi data /Kondensasi data – Data Display – Drawing / Memverifikasi kesimpulan

DESAIN PENELITIAN

DIBAHAS TERSENDIRI

Selecting a Method of Data Collection



Collecting data using primary sources

Observation is one way to collect primary data. Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place.

Types of observation

There are two types of observation:

1. participant observation; is when you, as a researcher, participate in the activities of the group being observed in the same manner as its members, with or without their knowing that they are being observed

2. non-participant observation on the other hand, is when you, as a researcher, do not get involved in the activities of the group but remain a passive observer, watching and listening to its activities and drawing conclusions from this

Situations in which observations can be made

Observations can be made under two conditions:

1. natural;
2. controlled.

Observing a group in its natural operation rather than intervening in its activities is classified as observation under natural conditions.

Introducing a stimulus to the group for it to react to and observing the reaction is called controlled observation.

Recording observations

There are many ways of recording observations. The selection of a method of recording depends upon the purpose of the observation.

Narrative recording – In this form of recording the researcher records a description of the interaction in his/her own words.

Using scales – At times some observers may prefer to develop a scale in order to rate various aspects of the interaction or phenomenon.

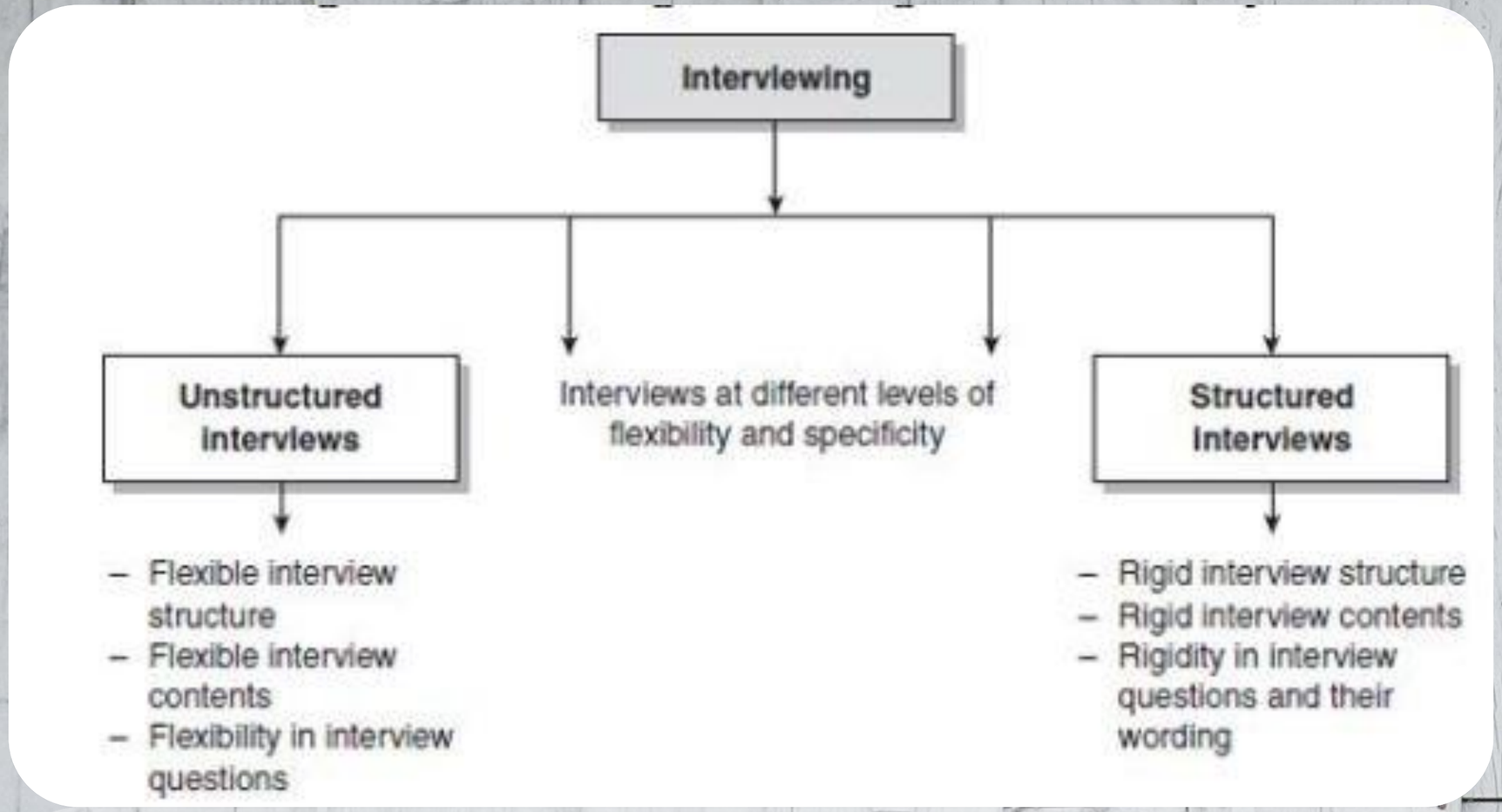
Categorical recording – Sometimes an observer may decide to record his/her observation using categories. The type and number of categories depend upon the type of interaction and the observer's choice about how to classify the observation.

Recording on electronic devices – Observation can also be recorded on videotape or other electronic devices and then analysed.

The interview

Interviewing is a commonly used method of collecting information from people. In many walks of life we collect information through different forms of interaction with others. There are many definitions of interviews.

According to Monette et al. (1986: 156), ‘an interview involves an interviewer reading questions to respondents and recording their answers’.


Interviewing
Unstructured interviews
Interviews at different levels of flexibility and specificity
Structured interviews
– Flexible interview structure
– Flexible interview contents
– Flexibility in interview questions
– Rigid interview structure
– Rigid interview contents
– Rigidity in interview questions and their wording

Unstructured Interviews

The strength of *unstructured interviews* is the almost complete freedom they provide in terms of content and structure. You are free to order these in whatever sequence you wish

Structured interviews

In a *structured interview* the researcher asks a predetermined set of questions, using the same wording and order of questions as specified in the interview schedule.

An **interview schedule** is a written list of questions, open ended or closed, prepared for use by an interviewer in a person-to-person interaction (this may be face to face, by telephone or by other electronic media).

Formulating effective question

- **Always use simple and everyday language.** Your respondents may not be highly educated, and even if they are they still may not know some of the ‘simple’ technical jargon that you are used

Is anyone in your family a dipsomaniac? (Bailey 1978: 100)

- **Do not use ambiguous questions.** An **ambiguous question** is one that contains more than one meaning and that can be interpreted differently by different respondents.

Are you satisfied with your canteen? (Moser & Kalton 1989: 319)

- **Do not ask double-barrelled questions**. A double-barrelled question is a question within a question.

How often and how much time do you spend on each visit?

- **Do not ask leading questions**. A leading question is one which, by its contents, structure or wording, leads a respondent to answer in a certain direction.

Unemployment is increasing, isn’t it?

Smoking is bad, ~~isn’t it~~?

THANK YOU!

Do You Have Any Questions?