

- Example: The reported number of safety violations is analyzed in relationship to the number of inspections.
 - This form of research is most familiar.
 - It is a major component of sociological research.
 - Qualitative research can sometimes provide better information.
 - Example: Researchers conducted a study regarding healthcare in older women. These women had to juggle medications and take care of their health. Instead of using a survey, the researchers used an in-depth interview format that revealed the real information, which often came after the first sentence.
 - Most women said they took good care of their health, BUT sometimes did not take medications or take other precautions.
 - The current trend is to combine methods.
 - Example: In quantitative research on texting while driving, researchers could use a survey targeted at families. The researchers would be informed by previous research and literature review, but they may not be asking the right questions.
 - To help choose the right questions, the researchers could do in-depth interviews with twelve focus groups before creating the survey.
 - Steps of the Research Process
 - Choose the topic.
 - Do the literature review.
 - This research helps you get a basic overview of the topic.
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