



1. Method vs. methodology

- Research **methodology** refers to the *research design* that a researcher carefully chooses in order to be able to reach valid and reliable answers to the research questions.
- A research **method** refers to the *tools* and *instruments* that a researcher uses in order to collect and analyze data such questionnaires, interviews, experiments, etc.

2. Types of data

- **Primary data** is data that the researcher has to collect from primary sources like questionnaire, interviews, experiments, etc.
- **Secondary data** is data which is already available to the researcher and it is collected from books, journals, newspapers, statistical reports, videos, etc.
- **Quantitative data** refers to numerical data expressed in numbers and percentages. To collect quantitative data, the researcher needs to ask such questions as “*how many*” and “*how often*”. For example, “40% of English language students prefer Oral Expression module and 60% prefer Literature module” is quantitative data.
- **Qualitative data** refers to textual data expressed in words such as definitions, descriptions, explanations, causes, effects, etc. To collect this type of data, the researcher needs to ask such questions as *what*, *how*, *why*, etc. For example, “English language students prefer oral expression module because they think it helps them to communicate with people from all over the world” is qualitative data.

3. Quantitative and qualitative research

<i>Quantitative research</i>	<i>Qualitative research</i>
1. Data is expressed in numbers / statistics .	1. Data is expressed in text .
2. It requires many respondents.	2. It requires few respondents.
3. Data are analyzed using statistical tools like Excel.	3. Data are interpreted, summarized, categorized (recurring themes).
4. We use closed-ended questions.	4. We use open-ended questions.
5. The primary focus is on testing hypotheses .	5. The primary focus is on exploring ideas .