

CHAPTER 14

ANALYZING QUANTITATIVE DATA

LEARNING OBJECTIVES

At the end of this chapter the student should be able to:

- Understand quantitative data analysis.
- Analyze quantitative data.

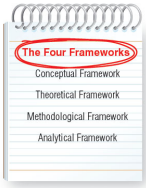
RESEARCH SKILLS

At the end of this chapter the student should, using the exercises on the accompanying online platform, be able to:

- Carry out an analysis of the data set presented.
- Critique the data provided in terms of the stated aim of the research project.

The aim of this chapter is to develop the focus on quantitative data and quantitative data analysis started in the previous chapter, and to teach you, the student, how to engage in quantitative data analysis. The chapter explains quantitative data analysis and the key concepts in quantitative data analysis. It demonstrates the processes involved in quantitative data analysis and basic statistical analysis. The use of visual displays of quantitative data analysis, charts and graphs, is explored and the importance of visual displays of quantitative data is explained.

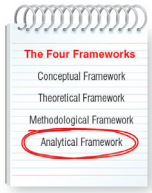
RESEARCH DIARY ACTIVITIES



ACTIVITY 14.1

Read through the case study presented in Chapter 14 of Lian's research project. Record any thoughts or ideas that occur to you in your research diary.

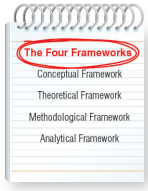
ANSWER:



ACTIVITY 14.2

Using the detail provided in Chapter 14 on Lian's research project, carry out an analysis of Lian's data. In your research diary write a brief account of that analysis.

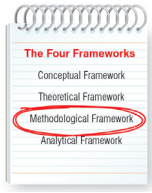
ANSWER:



ACTIVITY 14.3

Read Lian's research statement and her aim and objectives. Then in your research diary, write a critique of the data Lian gathered in terms of the capacity of that data to provide insight into the phenomenon under investigation, as outlined in Lian's research statement and in the aim and objectives of the research project.

ANSWER:

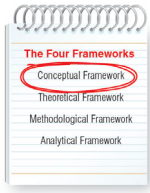


ACTIVITY 14.4

Read the research project described in the Real World Research textbox on page 407 of the textbook. The journal article from which this synopsis was taken is entitled 'Research Methods in the Leading Small Business-Entrepreneurship Journals: A Critical Review with Recommendations for Future Research'. When you have read the synopsis, source and read the entire journal article.

In your research diary, make a note of the key argument made in the journal article; note too any ideas and/or thoughts that you have in relation to that argument.

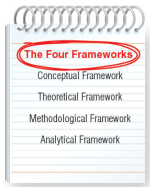
ANSWER:



ACTIVITY 14.5

In your research diary, make a list of five ideas for research projects. Develop each of these five ideas into researchable projects.

ANSWER:



YOUR RESEARCH DIARY

Please use this section to start your own Research Diary and keep accurate records of your research as it progresses

DATE:

RESEARCH ELEMENT/ASPECT:

Detail the topic or section of research being undertaken

SOURCE:

Record website addresses, book citations, library references, contact details etc.

SUMMARY:

Reflect on your experiences, thoughts, ideas and developments

NOTES:

Make general notes on your research, for example questions for further reflection and/or investigation, your thoughts, your observations and plans for future research.