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Michael D. Myers is Professor of Information Systems and Head of the Department of Information Systems and Operations Management at the University of Auckland

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When comparing the use of qualitative vs quantitative research in business, one can see each has its uses, and one method generally supports and reinforces the other.

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Some examples of qualitative research

Methods. The major methods of qualitative research are. Interviews, to elicit people s view and perspectives in a detailed and comprehensive manner

Research methods - research methodology

There are two categories of research methods: qualitative and quantitative. Quantitative data collection usually involves numbers, graphs and charts,

Professor michael myers - the university of

Michael D Myers is Professor of Information Systems and Head of the Department of Information Systems and Qualitative Research in Business & Management (2nd edition).

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Qualitative vs quantitative research

Qualitative research began in the social sciences. Sociologists, anthropologists, and historians all use qualitative research methods to this day.

Strengths and weaknesses of quantitative and

While quantitative and qualitative research approaches each have their strengths and weaknesses, they can be extremely effective in combination with one another.

Michael d. myers (author of qualitative research

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