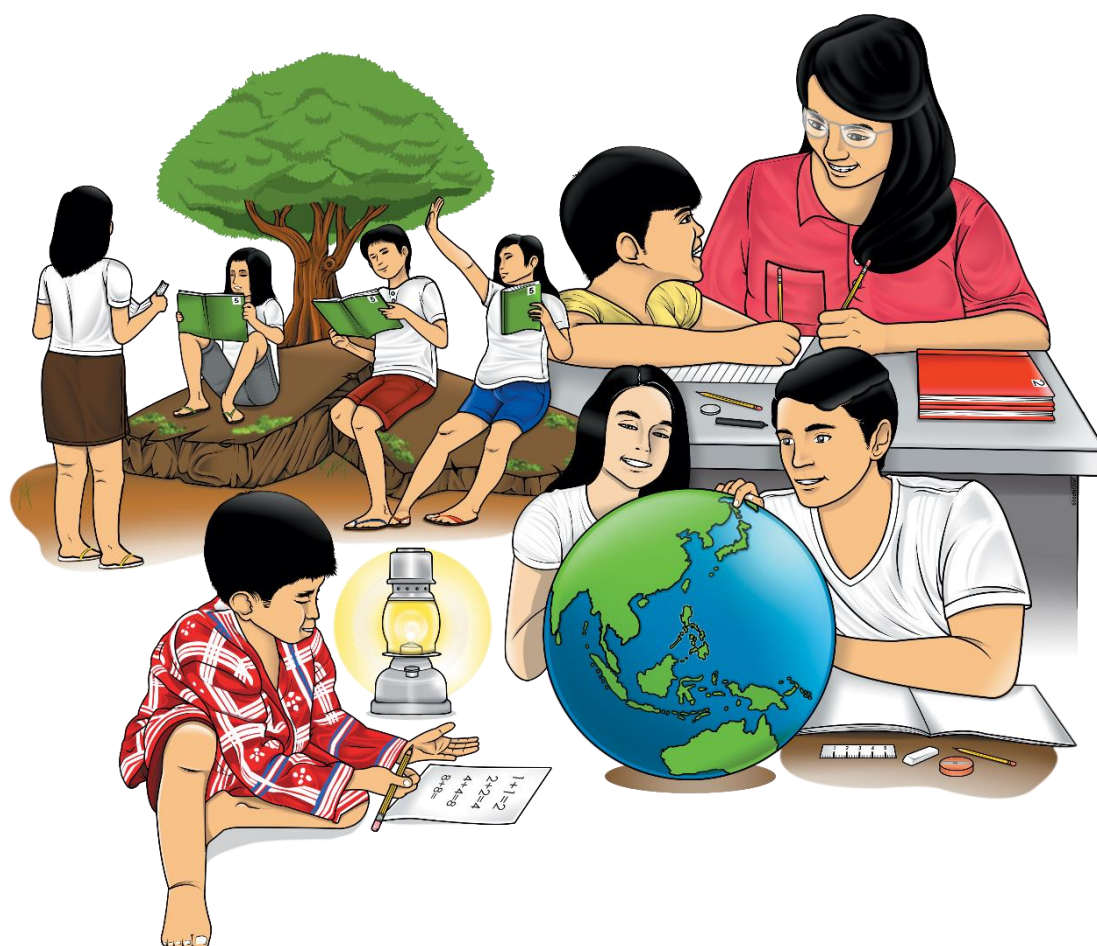


Senior High School

# Practical Research 1

## Quarter 1 - Module 2: Qualitative Research and Its Importance in Daily Life



**Practical Research 1 – Senior High School  
Alternative Delivery Mode  
Quarter 1 – Module 2: Qualitative Research and Its Importance in Daily Life  
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**Senior High School**

# **Practical Research 1**

**Quarter 1 - Module 2:  
Qualitative Research and Its Importance in  
Daily Life**

# Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

Conducting qualitative research is as significant as the necessities of human existence. It paves way to understanding the current issues and natural phenomena that greatly contribute to the lives of the people.

As a researcher, it is imperative to realize the importance of qualitative research in everyday life for this will serve as sustenance to finish the course of the study. Further, this will truly inspire anyone to pursue the fulfillment of research in the context of providing answers to questions and set a trend to the rest of the researchers.

This lesson will brace you with knowledge on kinds, characteristics, uses, strengths, and weaknesses of qualitative research. These topics are necessary as you get closer to choosing the field of research you will focus on.

Every day of our lives is a challenge. We face so many questions that sometimes cannot be answered by merely asking our neighbors or even the experts we know. As a result, we attempt to investigate about these problems ourselves. In this scenario, our knowledge in research is very important.

Among the steps we take is asking ourselves, “Why do I need to pursue the answers to these questions? Well, for that matter, you must realize that research plays a big role in the lives of the people-your family, friends, and neighbors.

### *Learning Objectives:*

After studying this module, you are expected to:

- describe the characteristics, strengths and weaknesses of qualitative research (**CS\_RS11-IIIb-1**);
- identify the kinds of qualitative research (**CS\_RS11-IIIb-1**);
- familiarize the qualitative research in different fields (**CS\_RS11-IIIb-2**); and
- determine the importance of qualitative research in different fields (**CS\_RS11-IIIb 2**).



## ***What I Know***

Directions: Choose the letter of the correct answer.

1. One characteristic below is not of qualitative research.  
A. It focuses on participants' perceptions.      C. Its method used is interactive.  
B. It takes place in a natural setting.      D. It analyzes data using statistical tools.
2. Research results require exhaustive analysis of the meaning of the data. This shows the:  
A. weakness of qualitative research.  
B. strength of qualitative research.  
C. areas for improvement of qualitative research.  
D. direction of qualitative research.
3. This field of qualitative research is concerned with the evaluation of students' learning outcomes.  
A. Technical Communication      C. Psychology  
B. Education      D. Advertising

4. It is believed to be one of the weaknesses of qualitative research.
  - A. It can develop theories.
  - B. It has several avenues to understand phenomena.
  - C. It is a way a researcher perceives things as he is immersed in the study.
  - D. It answers certain phenomena- social, economic, political, and psychological.
  
5. This is the field of qualitative research where people's traumatic experiences are studied.
  - A. Technical Communication
  - B. Education
  - C. Psychology
  - D. Social Work
  
6. It is an investigation of a particular person, group, or situation for a long period of time.
  - A. Grounded theory
  - B. Historical Analysis
  - C. Content and Discourse Analysis
  - D. Case study
  
7. One of the following is a weakness of qualitative research.
  - A. Data are based on the human experience.
  - B. It includes a detailed examination of issues.
  - C. It can be quickly revised as new information emerges.
  - D. The confidentiality of the subject limits the presentation of the findings.
  
8. It is studying the past to understand the present time.
  - A. Grounded theory
  - B. Historical Analysis
  - C. Content and Discourse Analysis
  - D. Case study
  
9. This kind qualitative research requires the examination or analysis of the substance or content of the communication that takes place in different forms.
  - A. Case study
  - B. Historical Analysis
  - C. Content and Discourse Analysis
  - D. Phenomenology
  
10. It is a kind of qualitative research that explains how people find meaning in their daily experiences.
  - A. Case study
  - B. Historical Analysis
  - C. Phenomenology
  - D. Grounded theory
  
11. One way of collecting data about students' attitudes toward math is through observation in the actual class. It is because, in qualitative research, data should be collected in a \_\_\_\_\_
  - A. difficult situation
  - B. natural setting
  - C. gathering of people
  - D. closed area
  
12. In qualitative research, data are collected in different manners. The reason behind this technique is to \_\_\_\_\_
  - A. gather a comprehensive and rich description of the subject.
  - B. give options to the researcher which data are the best.
  - C. keep the researcher busy for the entire period of the study.
  - D. give justice to the chosen participants of the study by exposing them to different situations.
  
13. Driven by curiosity, a researcher wants to analyze the lifestyle of the Manobo tribe of Bukidnon. This study falls under \_\_\_\_\_
  - A. Case study
  - B. Historical Analysis
  - C. Ethnography
  - D. Grounded theory
  
14. Your teacher requires you to study the influence of Noli Me Tangere to the lives of the Filipinos during the Spanish regime. The research you are doing is \_\_\_\_\_.
  - A. Case study
  - B. Historical Analysis
  - C. Ethnography
  - D. Grounded theory

15. The researcher is analyzing the code-mixing occurrences in the conversation between the Cebuano teacher and Higaonon learners. This kind of study is \_\_\_\_\_.
- A. Content and Discourse Analysis
  - B. Historical Analysis
  - C. Ethnography
  - D. Grounded theory

*---End of Pre-test---*

Lesson

1

# THE VALUE OF QUALITATIVE RESEARCH: ITS KINDS, CHARACTERISTICS, USES, STRENGTHS, AND WEAKNESSES



## What's In

**BEFORE WE PROCEED TO THE NEXT LESSON**, let us recall the concepts you have learned about definition of research, importance of research in daily life, and characteristics, processes, and ethics of research.

**Directions:** Rearrange the jumbled letters to form the concept described in each item. Write your answer on the blank provided before each number.

(empircai)_____	1. Research is based on direct experience or observation by the researcher.
(ogilcal)_____	2. It is based on valid procedures and principles.
(lcycical)_____	3. It starts with a problem and ends with a problem.
(aanlytical)_____	4. It proves analytical procedures in gathering the data, whether historical, descriptive, and case study.
(lmethodica)_____	5. It is conducted in a methodical manner without bias using systematic methods and procedures.
(repliablec)_____	6. Its design and procedures are replicated or repeated to enable the researcher to arrive at valid and conclusive results.
(acriticl)_____	7. It exhibits carefully studied judgment.
(equalitativu eserarch)	8. It is a process of naturalistic inquiry that seeks in-depth understanding of social phenomena within their natural setting.
(Yintgrite)	9. It is an ethics of a research which to keep promises and agreements.
(nteillecutal proerpty)	10. It is an ethics of a research that gives proper acknowledgment or credit for all researchers.
(pplaied eserarch)	11. This type of research that is purely direct application but expanding the nature of understanding about the problem.
(evriew of elarted uiterlatre)	12. It is a process that answers what information is already available.
(ampsling)	13. It is a process that answers how to identify or select your respondents.
(oynfidecntialit)	14. An ethic of research which guarantees unpublished identity of the subjects.
(umhan roteption)	15. It is an ethic of research that ascertains the safety of the people involved in the process.

*Now, you are ready to proceed to the next lesson*





## What's New

### Describe it!

What will you do to give the proper description of the things around you?

You are right! You must use your senses. This time, you do it, yourself. Try to determine what senses you will use to describe the things listed in the first column. Check appropriate column in the table to accomplish it. The first one is done for you.

	See it!	Taste it!	Smell it!	Touch it!	Listen to it!
Food	/	/	/	/	/
Music					
Stone					
Rubbing alcohol					
Bag					
Cellphone					
Book					
Paper					
Person					
Water					



## What is It

We get to know the things, people, and situations that we encounter through rich descriptions using our senses. In qualitative research, the same scenario is true. We have to understand the events by collecting rich sources of data.

Now, let us get to know the details of qualitative research.

Your knowledge about qualitative research and how it differs from quantitative research is a requirement to further your research journey. Therefore, I must say that you are already equipped with what it takes to embark on the new lesson.

Are you ready? Good! Let's get started!

### Kinds of Qualitative Research

Below are the kinds of qualitative research that you may venture on. Your choice of conducting a qualitative research study depends on your interest, on the issues and concerns need to be addressed in the community, and on your curiosity as an individual.

#### Phenomenology

It is the study of how people give meaning to their experiences, like the death of loved ones, care for the people, and friendliness of the people.

#### Ethnography

It is understanding of how a particular cultural group goes about their daily lives which includes their organizational set-up, internal operations, and lifestyle.

### **Grounded theory**

This occurs when a researcher discovers a new theory based on the data collected. It is a research methodology for discovering theory in a substantive area.

### **Case study**

This study involves an investigation of a person, group, organization, or situation for a long period of time to explain why such things occur to the subject under study. Some examples of this type of study are the fields of social care, nursing, psychology, rehabilitation centers, education, etc.

### **Content and Discourse Analysis**

This method requires the examination or analysis of the substance or content of the communication that takes place through letters, books, journals, photos, video recordings, short message services, online messages, emails, audio-visual materials, etc.

### **Historical Analysis**

This is the study of primary documents to explain the connection of past events to the present time. An example of this is explaining the happenings during the Marcos regime.

## **Characteristics and Uses of Qualitative Research**

- Qualitative research takes place in a natural setting like home, school, institution, or community. Researchers gain actual experiences of the research participants.
- It focuses on participants' perceptions and experiences (Franckel and Wallen, 1988 in Creswell, 2013)
- Researchers are sensitive to participants' needs and participants are actively engaged in the process.
- Data are collected through observation, interviews, documents, e-mails, blogs, videos, etc.
- It may result in changes in research questions after new discoveries occur. · It develops from a specific to a general understanding of concepts.
- It is a process of describing a situation, analyzing data for themes or categories, and making interpretations or drawing conclusions.
- It may be subjected to the researcher's personal interpretation.
- The researchers, as a primary instrument in data collection, view social phenomena and situations holistically.

## **Strengths of Qualitative Research**

1. Issues can be analyzed through detailed and deep examination.
2. Interviews are not being delimited to specific questions and can be guided/redirected by the researcher along the process.
3. The research framework and direction can be easily revised as new information emerges.
4. The obtained data from human experience is powerful and sometimes more interesting than quantitative data.
5. Data usually are collected from a few cases or individuals so findings cannot be generalized to a larger population. Findings can however be transferable to another setting.

## Weaknesses of Qualitative Research

1. Research quality is heavily dependent on the researcher's skills and may be influenced by the researcher's outlooks.
2. The volume of data makes analysis and interpretation time-consuming.
3. It is sometimes hard to prove.
4. The researcher's presence during data gathering, which is often unavoidable in qualitative research, can affect the subjects' attitudes towards the process.
5. Issues of anonymity and confidentiality can bring/result in problems when presenting findings.
6. Findings can be more difficult and take time to visualize.



### ***What's More***

#### **Strength or Weakness Challenge!**

Directions: Read and analyze the situations in the first column of the table. Then, determine whether each is a strength or a weakness of qualitative research. Check appropriate column for your answer.

<b>Research Activity</b>	<b>Strength</b>	<b>Weakness</b>
The researcher must provide all the details of the data in order to arrive at the correct findings and substantive conclusion.		
The findings of the research can be visualized after many attempts of analyzing the data.		
During the collection of the data, like observation, the researcher must be physically visible to the respondents. Consequently, there is a possibility of a change in natural attitude of the respondents.		
In qualitative study, the researcher must gather voluminous information to have enough substance for interpretation and analysis of data.		
Few respondents are enough sources of information in conducting qualitative research. This means that findings are exclusive to that group selected and may not be relatable to a larger population.		
Research framework may be changed from time to time when conducting a qualitative research. This is brought about by the discovery of new themes that emerge along the course of the study.		
Realistic experience of the people is one attribute of qualitative research.		

## B. Matchmaker!

Match the phrase in column A with its corresponding concept in Column B. Write the letter of the correct answer on the blank provided before each number.

	<b>A</b>	<b>B</b>
_____	1. Discovering a new theory	Phenomenology
_____	2. Providing meaning to people's experiences	Ethnography
_____	3. Studying a particular cultural group	Grounded theory
_____	4. Investigation of a person, group organization, or situation for a long period of time	Case study
_____	5. Explaining the connection of the past to the present time	Content and Discourse Analysis
_____	6. Analysis of the substance or content of the communication	Historical Analysis



## *What I Have Learned*

### Step Up!

Directions: Answer the questions in every step of the ladder. Start at the bottom and proceed to the next steps up the ladder. Write your answer inside the box.

How do you determine your choice in conducting a qualitative research?

Why do you need to conduct a qualitative research despite its weaknesses?

How do you describe a qualitative research?

What are the kinds of qualitative research?



## What I Can Do

### Name it!

Directions: Give the kind of qualitative research applicable if you were to study the topics given below. Write your answer on the blank provided before each number.

- \_\_\_\_\_ 1. Wedding rituals of the Higaonon tribe
- \_\_\_\_\_ 2. Styles of parenting in urban areas
- \_\_\_\_\_ 3. Poor performance in English among senior high school students
- \_\_\_\_\_ 4. Investigating the personality of a suicidal teenager
- \_\_\_\_\_ 5. Explaining the common themes of the books written by Rizal
- \_\_\_\_\_ 6. Political practices during the Marcos regime
- \_\_\_\_\_ 7. Struggles experienced by senior high school students during the pandemic
- \_\_\_\_\_ 8. Language features of the LGBTQ community
- \_\_\_\_\_ 9. Understanding the Theory on Multiple Intelligences by Howard Gardner
- \_\_\_\_\_ 10. Acceptability of vaccination among the Manobo tribe in Bukidnon

### Do it yourself!

Instructions: Supply the graph below with information about your capacity to conduct a qualitative research.

The top three kinds of qualitative research I would like to conduct.	➔	1. _____ 2. _____ 3. _____
The three topics I would like to focus on. (One for each kind)	➔	1. _____ 2. _____ 3. _____
How will I overcome the challenges in conducting a qualitative research?	➔	

# IMPORTANCE OF QUALITATIVE RESEARCH ACROSS FIELDS OF INQUIRY



## *What's In*

Directions: Write T, if the statement is true, and F, if it is false.

- \_\_\_\_\_ 1. Qualitative research can be subjective.
- \_\_\_\_\_ 2. Qualitative research takes place in a natural setting.
- \_\_\_\_\_ 3. The researcher in a qualitative study is the primary instrument in data collection.
- \_\_\_\_\_ 4. Phenomenology is studying a certain cultural group.
- \_\_\_\_\_ 5. Grounded theory is discovering a new theory along the process of data collection.
- \_\_\_\_\_ 6. Qualitative research is sometimes hard to prove.
- \_\_\_\_\_ 7. Content and discourse analysis requires the examination or analysis of the substance or content of the communication.
- \_\_\_\_\_ 8. Case study is conducted for a short period of time.
- \_\_\_\_\_ 9. Phenomenology is studying about people's experiences.
- \_\_\_\_\_ 10. Ethnography is the study of people's traumatic experiences.



## *What's New*

Directions: From the list of words below, choose one which you are most familiar with.

List of Words:

- school
- hospital
- economy
- social media
- Radio, television

I choose the word

---

Explain how this word is most familiar to you.

---

---

---



## **What is It**

Schools, hospitals, social media, and media (radio and television) are among the beneficiaries of qualitative research. These institutions have contributed largely to sustain a society.

Qualitative research has been found to be an effective method in finding answers to phenomena in the context of different disciplines like education, technical communication, and business, social and behavioral sciences advertising, and social work. Further, the latest developments of these disciplines are relatively contributed by qualitative study.

### **Importance of Qualitative Research across Different Fields**

#### **Qualitative Research in Education**

To better understand research in education, Green and Bloome (1997) gave a distinction between Ethnography of education and Ethnography in education.

Ethnography of education seeks to understand what counts as education for members of a particular group while ethnography in education studies about social and cultural dynamics of a school or classroom. An example is how teaching styles match the learning styles of students.

They concluded that ethnographic practice-like any set of social and cultural practices-are ways that people in a certain place react to each other to pursue an agenda: including research agenda, educational agenda, and social, cultural, and instructional change agenda. An example of this study is how students react to the evaluation of their academic performance.

Qualitative research is important as it navigates towards the improvement of performance in education.

#### **Qualitative Research in Technical Communication**

Qualitative research can also be used in studying the effective use of technology in the workplace to ensure a smooth flow of communication. This can be conducted using focus groups.

Technical communications under study can be in the forms of e-mail, fax messaging, video and voice conferencing, intranet and extranet, jargon, and graphics.

The advancement in technical communication is a product of exploration using qualitative research.

#### **Qualitative Research in Psychology**

According to Braun and Clarke (2013), the qualitative research paradigm in psychology has been emerging since the second half of the nineteenth century.

Psychology has been strongly shaped by the behavioral and cognitive traditions within which psychology should seek to understand and determine an observable, objective psychological reality. An example of this is, psychologists seek to understand why some students lack the motivation to go to school and why some students resort to bullying and the like.

Understanding the psychological processes and how they affect society is the contribution of qualitative research.

### Qualitative Research in Advertising

Morrison et al. say that great advertising comes along from an understanding of consumer's wants and needs. Further, they say that qualitative research approaches, or methods useful in advertising have been used by advertising researchers.

The stated connection of understanding the connection between advertising and consumers' preferences can be explained through qualitative research.

### Qualitative Research in Social Work

Conducting research under social work means studying people's experiences especially what they found traumatic and painful. This can be done by analyzing interview data and narratives which has four broad categories:

1. Knowledge-direct remembering and reliving, with complete details of the events
2. Awareness of mental process: awareness of emotions and of cognitive processes
3. Awareness of identity- awareness of values and the construction of personal characteristics of each partner and of the couple as a unit
4. Alienation-refusal to observe, reflect or remember

### Qualitative Research in Marketing

Historically, qualitative research in marketing is influenced by social research and has embedded projective devices within the approach of in-depth interview.

The more modern qualitative marketing studies use the grounded theory approach. For example, Flint, Woodruff, and Guardial (2002, as cited in Belk, 20016) studied customers at different levels in US automobile manufacturing.

Thus, by thorough investigation through research, marketing strategies are improved for better return of investment.

### Qualitative Research in International Business

Business establishments use methods like participant observation, content analysis focus groups, narrative interviews, and "hidden" methods such as archival research (Marschan, Pekkari & Welch, 2004).

In this manner, business establishments can collect reliable information and come to a decision of improving their ways and processes.



### **What's More**

Directions: Based on your observation and personal experience, give the contribution of the following fields of research to your life, your community, and to the country in general.

Field of Research	Its Contribution		
	To Myself	To my community	To my country
1. Education			
2. Technical Communication			



3. Psychology			
4. Advertising			
5. Social Work			
6. Marketing			
7. International Business			



### ***What I Have Learned***

Directions: Answer the questions below.

1. What are the different fields of qualitative research?
2. How does qualitative research contribute to the field of education, technical communication, psychology, advertising, social work, marketing, and international business



### ***What I Can Do?***

Directions: If you were to conduct a qualitative study to improve your society, what would it be? Why? Write your answer on the graph below.

Choose here:

- Education
- Technical Communication
- Psychology
- Advertising
- Social Work
- Marketing
- International Business

The field of research I would like to conduct	What aspects of this field need to be improved?	How would I improve these aspects?



## **(Post-Test) Assessment**

Multiple Choice. Choose the letter of the correct answer.

1. One of the following statements does not describe qualitative research.
  - A. It focuses on participants' perceptions.
  - B. It takes place in a natural setting.
  - C. Its method used is interactive and humanistic.
  - D. It analyzes data using statistical tools.
2. Arriving at a result in qualitative research takes time. This shows the \_\_\_\_\_.
  - A. Direction of qualitative research
  - B. Weakness of qualitative research
  - C. Strength of qualitative research
  - D. Areas for improvement of qualitative research
3. The following scenarios show strengths of qualitative research, EXCEPT for a fact that \_\_\_\_\_.
  - A. it can develop theories.
  - B. it has several avenues to understand phenomena.
  - C. the researcher's personal perception is immersed in the study.
  - D. it answers events occurring in social, economic, political, and psychological set- up.
4. One example of this field in qualitative research is the evaluation of students' learning outcomes.

A. Technical Communication	C. Psychology
B. Education	D. Advertising
5. This field of qualitative research studies how people deal with their traumatic experiences.

A. Technical Communication	C. Psychology
B. Education	D. Social Work
6. This qualitative research seeks to explain the meaning people give to their daily experiences.

A. Case study	C. Phenomenology
B. Historical Analysis	D. Grounded theory
7. Your concern about the low performance of your classmates in Math prompted you to do research. This study belongs to the field of \_\_\_\_\_.

A. Technical Communication	C. Psychology
B. Education	D. Social Work
8. This kind of research studies a particular person, group, or situation for a long period of time.

A. Grounded theory	C. Content and Discourse Analysis
B. Historical Analysis	D. Case study
9. It is a field of qualitative research pursued if the researcher wants to know how to sell out a product to the customers.

A. Psychology	C. Social Work
B. Advertising	D. Technical Communication
10. The focus of this kind of qualitative research is understanding the past and its connection to the present time.

A. Grounded theory	C. Content and Discourse Analysis
B. Historical Analysis	D. Case study

11. This kind of qualitative research requires the analysis of the substance or content of the communication that takes place in different forms.
- |                        |                                   |
|------------------------|-----------------------------------|
| A. Case study          | C. Content and Discourse Analysis |
| B. Historical Analysis | D. Phenomenology                  |
12. One reliable way of collecting data about students' performance during oral participation in English is through actual observation in the class. It is because, in qualitative research, data should be collected in a \_\_\_\_\_.
- |                         |                         |
|-------------------------|-------------------------|
| A. difficult situation. | C. gathering of people. |
| B. natural setting.     | D. closed area.         |
13. The reason why qualitative research requires data collection in varied forms is \_\_\_\_\_.
- |  |
|--|
| A. to gather comprehensive and rich description of the subject.                                      |
| B. to give options to the researcher which data are the best.  |
| C. to keep the researcher busy for the entire period of the study.                                   |
| D. to give justice to the chosen participants of the study by exposing them to different situations. |
14. Driven by curiosity, you want to analyze the lifestyle of the Manobo tribe of Bukidnon. This study falls under \_\_\_\_\_.
- |                        |                    |
|------------------------|--------------------|
| A. Case study          | C. Ethnography     |
| B. Historical Analysis | D. Grounded theory |
15. Your teacher requires you to study the influence of Noli Me Tangere to the lives of the Filipinos during the Spanish regime. The research you are doing is \_\_\_\_\_.
- |                        |                    |
|------------------------|--------------------|
| A. Case study          | C. Ethnography     |
| B. Historical Analysis | D. Grounded theory |



### Additional Activity

In your research notebook, identify and describe one innovation you have observed in the following fields:

1. Education
2. Technical Communication
3. Psychology
4. Advertising
5. Social Work
6. Marketing
7. International Business



## Key to Answers

### Pre-test

15. A
14. B
13. C
12. A
11. B
10. C
9. C
8. B
7. D
6. D
5. C
4. C
3. B
2. A
1. D

### Lesson 1- What's In

15. Human Protection
14. Confidentiality
13. Sampling
12. Review of Related Literature
11. Applied Research
10. Intellectual Property
9. Integrity
8. Qualitative Research
7. Critical
6. Replicable
5. Methodical
4. Analytical
3. Cyclical
2. Logical
1. Empirical

### What's New

Water	/	/	/	/	/
Person	/	/	/	/	/
Paper	/	/	/	/	/
Book	/	/	/	/	/
Cellphone	/	/	/	/	/
Bag	/	/	/	/	/
Rubbing alcohol	/	/	/	/	/
Stone	/	/	/	/	/
Music	/	/	/	/	/
Food	/	/	/	/	/
See it!	Taste it!	Smell it!	Touch it!	Listen to it!	

### What's More

#### Strength or Weakness Challenge!

Research Activity	Strength	Weakness
The researcher has to provide all the details of the data in order to arrive at the correct findings and substantive conclusion.		/
The findings of the research can be visualized after many attempts of analyzing the data.		/
During the collection of the data, like observation, the researcher has to be physically visible to the respondents. Consequently, there is a possibility of a change in natural attitude of the respondents.		/
In qualitative study, the researcher has to gather voluminous information to have enough substance for interpretation and analysis of data.		/
Few respondents are enough sources of information in conducting qualitative research. This means that findings are exclusive to that group selected and may not be relatable to a larger population.	/	
Research framework may be changed from time to time when conducting a qualitative research. This is brought about by the discovery of new themes that emerge along the course of the study.	/	
Realistic experience of the people is one attribute of qualitative research.	/	

**B. Matchmaker!**

- 1. c
- 2. a
- 3. b
- 4. d
- 5. f
- 6. e

**What I Have Learned**  
*Answers may vary*

**What I Can Do  
 Name it!**

- 1. Ethnography
- 2. Phenomenology
- 3. Phenomenology
- 4. Case Study
- 5. Content and Discourse Analysis
- 6. Historical Analysis
- 7. Phenomenology
- 8. Content and Discourse Analysis
- 9. Grounded Theory
- 10. Ethnography

**Do it yourself!**  
*Answers may vary*

**Lesson 2**

**What's In**

- 1. T
- 2. T
- 3. T
- 4. T
- 5. T
- 6. T
- 7. T
- 8. F
- 9. T
- 10. F

**What's New**  
*Answer may vary*

**What's More**  
*Answers may vary*

**What I Have Learned**  
*Answers may vary*

- Posttest**
- 1. D
  - 2. B
  - 3. C
  - 4. B
  - 5. C
  - 6. C
  - 7. B
  - 8. D
  - 9. B
  - 10. B
  - 11. C
  - 12. B
  - 13. A
  - 14. C
  - 15. B

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Naval, Victoria C. et.al. 2017. Practical Research for Senior High School. Cubao, Quezon City: Lorimar Publishing House

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