

Examples of Quantitative Research

Example 1

The Cure Hospital wants to know the details about doctors and patients of their hospital for the purpose of analysis to be done by the management of the company regarding the working of the hospital. For this purpose, the survey was conducted for getting the information about the amount of time which the doctor takes for one patient, how often a patient comes into the hospital, what is the satisfaction level of the patient after taking the consultation of the doctor, and related other questions. Patients were given the template of the patient satisfaction survey which includes the different survey questions having the answer options in numerical form. Like, answer options to the question 'What is the amount of time which the doctor takes for one patient?' includes a slab of less than 10 minutes, 10 to 30 minutes, 30 to 50 minutes, and more than 50 minutes, answer options to the question 'How often a patient comes into the hospital' includes 1 time, 2-4 times, 4-8 times and more than 8 times.

As the answer to these questions will be gathered in the quantifiable data, so this is quantitative research conducted by the Cure hospital.

Example 2

A survey was conducted among teenagers to study the impact of the usage of mobile phones on children. This sample of the survey includes youths and teenagers of 15-30 years age groups. The mobile phones, on the one hand, are educating the children and on the other hand, are spoiling them as well because it shows some of the contents which the children should not watch. So, the question was asked from 150 respondents in which 100 are male and 50 are female that whether the children it is beneficial to give mobile phones to children or not. The answer contains the seven-point scale option, where 7 is strongly agreed, 6 is agreed, 5 is slightly agreed, 4 is neutral, 3 slightly disagrees, 2 disagrees and 1 strongly disagrees.

These scales are also known as the Likert scale which enables opinion statements to be translated directly into the numerical data. Thus, it is a common type of quantitative research example.

Example 3

The survey was conducted on some of the offices of one city to study the number of hours spent by the employees in the office. For this, data was collected by observing the time when the employee comes to the office and the time when they leave the office over a period of time. This data is collected by observing the employees which provides the data in the quantitative form as it includes the time of coming and leaving of employees from the office. All these data can be taken together to draw a conclusion about the number of hours spent by the employees in the office.

Example 4

XYZ Ltd. decided to run the project in order to improve the literacy rate in the village. For this purpose, it conducted a survey on all the persons living in that village in order to know that how many people will join their program, what is the literacy rate in that village, how many people were dropped out, at which class they dropped out, etc. This metric can be used by the company in order to evaluate whether the program will be successful or not. This collection of numerical data from the group of employees is quantitative research.

Example 5

If any organization wishes to conduct a survey on customer satisfaction (CSAT), it can use the customer satisfaction survey template. For this survey, it has to make the list of variable factors affecting the customer satisfaction which can be goodwill of the organization or brand in the mind of the customer and how they score goodwill for various parameters like quality, customer experience, pricing, etc. The input for this survey can be collected by the use of net promoter score question (NPS), matrix table question, etc. which will provide data in numeric values that can be worked upon and further analyzed.

Example 6

Suppose an organization organizes an event with the aim of collecting inputs from the persons attending the event regarding the rating, pros, and cons of that event. This can be done by using the event survey template. The event host can collect various inputs like the satisfaction level of the attendee at the various levels of the event etc. This answer contains the seven-point scale option, where 7 is strongly satisfied, 6 is satisfied, 5 is slightly satisfied, 4 is neutral, 3 is slightly dissatisfied, 2 is dissatisfied and 1 is strongly dissatisfied.

These inputs can be later on collectively analyzed and worked upon.