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Qualitative Research: A Methodological Reference for Research Struggles or Research Integration

البحوث الكيفية مرجعية منهجية صراع بحثي أو تكامل بحثي

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Abstract:
This study aims to pinpoint the biggest challenges and issues influencing scientific research in the digital sphere, namely in the areas of quantitative and qualitative research. It examines the tension between these two methods as well as the obstacles to scientific inquiry, particularly when examining communication phenomena in a digital setting. Any research field requires the adoption of new methodologies in the digital environment. This paper highlights the importance of theoretical foundations, presenting a set of scientific justifications, the most important of which is the gradual disappearance of traditional research tools and the emergence of new characteristics. Thus, we aim to shed light on the importance of qualitative and quantitative approaches in the digital environment.

Keywords: Qualitative research, quantitative research, research conflict, research integration, digital environment**.**

الملخص:

تسعى هذه الورقة البحثية إلى معرفة أهم العوائق و المشاكل التي تؤثر في البحث العلمي في البيئة الرقمية ، خاصة البحوث الكمية و الكيفية و الصراع بينها و بين المشاكل التي تقف عائقا أمام البحث العلمي بخصوصيته الرقمية في دراسة الظواهر الاتصالية ،فأي مجال بحثي يحتاج إلى ضرورة استخدام مناهج جديدة في البيئة الرقمية ،حيث تبرز هذه الورقة إلى أهمية التأسيس النظري ، حيث تقدم مجموعة من المبررات العلمية و أهمها بداية زوال الأدوات البحثية التقليدية و الخصائص الجديدة ،لذا نحاول تسليط الضوء على أهمية المناهج الكيفية و الكمية في البيئة الرقمية ،

الكلمات المفتاحية: البحوث الكيفية ، البحوث الكمية ،صراع بحثي ، تكامل بحثي، البيئة الرقمية

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1.INTRODUCTION

Scientific research plays a crucial role in the advancement of human knowledge across various fields. The most rigorous scientific research has traditionally relied on quantitative methods, known as quantitative research, in its various forms—descriptive, survey-based, and experimental. However, another type of research has emerged, differing in its methods and approaches from quantitative research. This is qualitative research, which is used to study social and communication phenomena. When a researcher notices a phenomenon or issue under investigation, they must convert it into a collection of quantitative and qualitative data. This is a fundamental aspect of scientific thought.

Currently, the qualitative approach dominates the study of phenomena and problems, especially in the digital environment. Based on this, we will highlight key concepts, explore the role of the researcher, and discuss qualitative analysis to achieve research integration.

2. Research Problem

The evolution of the media environment from its traditional form to its digital counterpart necessitates a corresponding evolution in the methodologies used to study and analyze phenomena scientifically. The need to use both quantitative and qualitative methodologies has become evident. By watching the event and putting the researcher in the participants' shoes, qualitative research specifically aims to comprehend phenomena from their points of view. This strategy highlights the researcher's function and their method of analysis without preconceived preconceptions, enabling them to collect all relevant information through targeted research processes.

Therefore, this paper attempts to answer the main question: What is qualitative research, and how can research integration be achieved in studying phenomena?

Research Questions:

- What is the concept of qualitative and quantitative methodologies?
- Is there a research conflict between qualitative and quantitative methodologies?
- What is the role of the researcher in quantitative and qualitative research?
- What is qualitative analysis in the study of phenomena?

- Can research integration between qualitative and quantitative methodologies be achieved in studying social and communication phenomena?

3. Importance of the Study

- ✓ Clarifying concepts and defining terms related to qualitative and quantitative research.
- ✓ Explaining the prevailing research conflict between the two methodologies.
- ✓ Highlighting qualitative analysis in the study of phenomena.
- ✓ Understanding the digital environment and new methodologies.
- ✓ Emphasizing the necessity of achieving research integration between quantitative and qualitative methodologies in studying communication phenomena.

4. Research Objectives

- The study aims to achieve the following objectives:
- Define qualitative and quantitative methodologies.
- Clarify the research conflict between qualitative and quantitative methodologies.
- Advocate for research integration between qualitative and quantitative methodologies in studying social and communication phenomena.
- Understand the role of the researcher in quantitative and qualitative research.
- Explain qualitative analysis in the study of phenomena.

5. Defining Concepts and Terms

5.1 Methodology:

The term "methodology" refers to the approach or method used to study a research problem to discover the truth. It is the program that guides us in reaching those truths and the methods of discovering them. Auguste Comte was the first to use the term "methodology," which means the science of research methods 1. Another definition of methodology is a set of guidelines that establish the direction and processes of the research process 2.

5.2 Quantitative Research:

Quantitative research is defined as survey-based research that collects data using quantitative measurement tools, subject to conditions of validity and reliability. The data is statistically analyzed, and the results can be generalized to the original population3. It is a kind of scientific social study that uses statistical techniques for data collecting and analysis and makes the assumption that there are objective social facts that are unaffected by people's emotions and beliefs 4.

5.3 Qualitative Research:

A scientific approach that aims to describe phenomena and comprehend them more thoroughly is qualitative research. In qualitative research, the questions are open-ended and emphasize meaning and process over cause and effect 5.It is a type of scientific research that assumes the existence of social phenomena constructed through the perspectives of individuals and groups participating in the research 6.

Unlike quantitative research, which turns data into numbers, qualitative research is based on analyzing and interpreting events and data in a non-quantitative way.Instead, results are

derived from observing and analyzing events, situations, images, documents, and verbal and non-verbal communications7.

5.4 Research Integration:

Daniel Little sees methodological research integration as the use of multiple methodologies and theoretical approaches in the social sciences, based on the idea that social sciences comprise diverse methods, approaches, and issues. It is not confined to traditional explanatory classifications such as positivist and interpretive theories 8. Research integration also involves using multiple observers, methodologies, data sources, or theories to interpret phenomena9.

6. The Role of the Researcher in Qualitative Research

In qualitative research, the researcher plays a socially interactive role, relying on subjectivity while remaining flexible. The researcher develops an initial, non-linear research plan that can be modified. The qualitative researcher emphasizes the importance of data collected by a skilled individual through interactive and social participation. By actively participating in the participants' social activities, the researcher has a thorough understanding of the topic being studied. The qualitative researcher spends a lot of time with people, actively participating in their activities and seeing how they behave. The researcher becomes fully involved in the community being studied, taking part in all events and seeing how people behave 10.

The qualitative researcher can develop analytical and conceptual elements for interpreting data through direct engagement with the social world. This direct connection with social reality involves a comprehensive analysis of data, characterized by

accuracy in description and diagnosis of situations, trends, emotions, and social relationships. This deep analysis and comprehensive understanding of phenomena confirm the validity and reliability of qualitative research tools 11.

7. Qualitative Analysis of Social Phenomena

Qualitative analysis refers to information collected about a subject or phenomenon, expressed in descriptive words and phrases. It aims to uncover the meanings and implications of the data related to the phenomenon under study. Qualitative analysis seeks to identify the nature of the phenomenon and its distinguishing characteristics through a deep reading of the data and information, attempting to understand the underlying factors that are often not explicitly expressed. This analysis is ultimately a mental skill that requires a high degree of methodological knowledge and intellectual competence.

8. New Digital Environment, New Methodologies

The digital environment in information and communication sciences, in the era of social media, is entirely different from the media environment of the past decades. This change calls for the creation of new methodological algorithms that take into account new ideas as well as the characteristics of current research issues and themes. The need for updated approaches that take into account the most recent advancements in the field is highlighted by the inadequacy of traditional methodologies in understanding novel human occurrences.

9. The Conflict Between Quantitative and Qualitative Research in the Digital Environment

Digital media content highlights the interconnectedness between content, content creators, and the audience in a single context. This differs from traditional media environments, where content is treated separately from the communicator and the audience. This shift has made the development of digital methodologies an imperative.

10. Research Integration Between Methodologies

The integration of quantitative and qualitative approaches is becoming more and more popular. By combining the advantages of both methods, this integration—known as triangulation—enables researchers to comprehend phenomena more thoroughly.

11. Comparison Between Qualitative and Quantitative Methodologies

Characteristic	Quantitative Research	Qualitative Research
Type of Data	Numerical, quantitative	Words, phrases, and expressions
Objective	Build relationships and explain	Understand phenomena from participants' perspectives
Phenomenon	Assumes a single objective social reality	Assumes multiple social realities
Role of Researcher	Detached from the study, avoids bias	Immersed in the phenomenon under study
Tools	Surveys, content	Interviews,

	analysis	observations
Sampling	Random or probabilistic	Purposeful, limited in number
Research Design	Follows strict, pre-determined procedures	Flexible, adaptable research plan
Data Analysis	Conducted after all data is collected	Conducted during data collection
Results	Generalizable	Not generalizable
Variables	Limited number, based on the survey	Unlimited number of variables
Type of Relationship	Examines correlational relationships	Examines causal relationships

12. Study Findings

The study reached the following conclusions:

- ✓ Clarified the concepts and terms related to qualitative and quantitative research and research integration.
- ✓ Highlighted the role of the researcher in qualitative research and their use of various skills in research, analysis, and interpretation.
- ✓ Emphasized the need for digital methodologies in the digital environment to study communication phenomena.
- ✓ Confirmed the importance of qualitative analysis in studying phenomena.
- ✓ Advocated for the study of social reality using both quantitative and qualitative methodologies.
- ✓ Demonstrated the importance of research integration between quantitative and qualitative methodologies.

13. Recommendations

Based on the study, the following recommendations are made:

1. Digital methodologies have established themselves among the various methodologies for the new media environment.
2. Adapting the use of methodologies, especially qualitative research, in the digital environment.
3. The conflict between quantitative and qualitative research is an old methodological struggle that continues in the digital environment, reshaping research practices.
4. Emphasizing the importance of studying both qualitative and quantitative methodologies in explaining and analyzing communication phenomena.
5. Encouraging researchers to use qualitative research and teaching students to incorporate it into their research and theses.
6. Highlighting the role of the researcher in qualitative research and ensuring they fulfill their role comprehensively.
7. Developing new research tools adapted to the new digital reality.
8. Encouraging researchers to build a knowledge base on qualitative and quantitative methodologies to use them effectively in studying communication and social phenomena.

14. Conclusion

This research paper concludes that the digital environment has opened new horizons for developing methodologies to study social phenomena. We have discussed the role of the researcher in qualitative research, qualitative analysis, and the ongoing debate between research conflict and research integration. The necessity of using both qualitative and quantitative methodologies in studying social and communication phenomena has been emphasized. The two approaches complement each other, offering different perspectives on media phenomena. Methodological pluralism is the only way to combine these two approaches in studying a single phenomenon, allowing researchers to use both quantitative and qualitative

methodologies in studying the same phenomenon, known as research integration.

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