

Qualitative Research Methodology and Numbers

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KEYWORDS Content Analysis. Interpretation. Interviews. Phenomenology. Post-positivism. Statistics

ABSTRACT While some scholars discredit the use of numbers in qualitative research methodology, others view it as a shallow understanding of qualitative research methodology. The aim of this article, through a literature review is to explore whether the use of numbers in qualitative research methodology is necessary or not. The findings indicate the following: the use of numbers does not matter, but what matters is how and where the numbers are used; numbers are necessary but it is essential to follow qualitative research methodology logic and not to be carried away with numbers and end up misrepresenting qualitative with quantitative research methodology. Numbers can be used in qualitative research methodology and misuse of them is not a qualitative methodological mismatch but a gap on the individual analytical approach. The paper recommends that though the use of numbers is necessary in qualitative research methodology, numbers should be used appropriately and not to be confused with the use of numbers in mixed and quantitative research methodology.