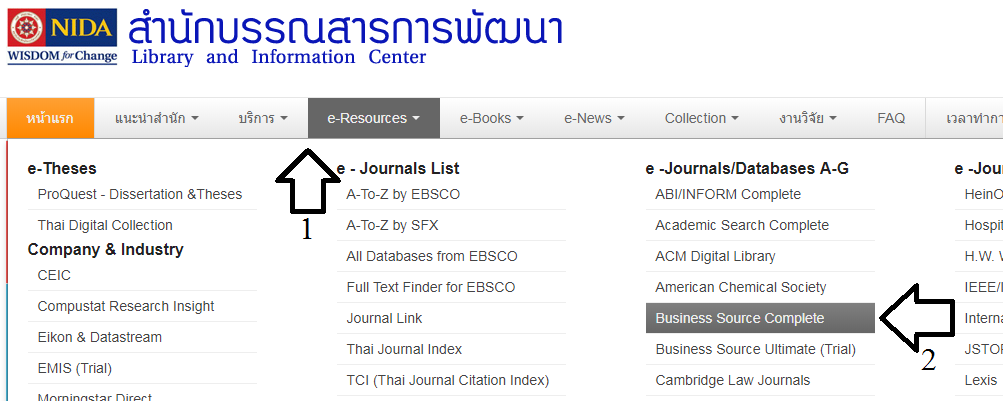
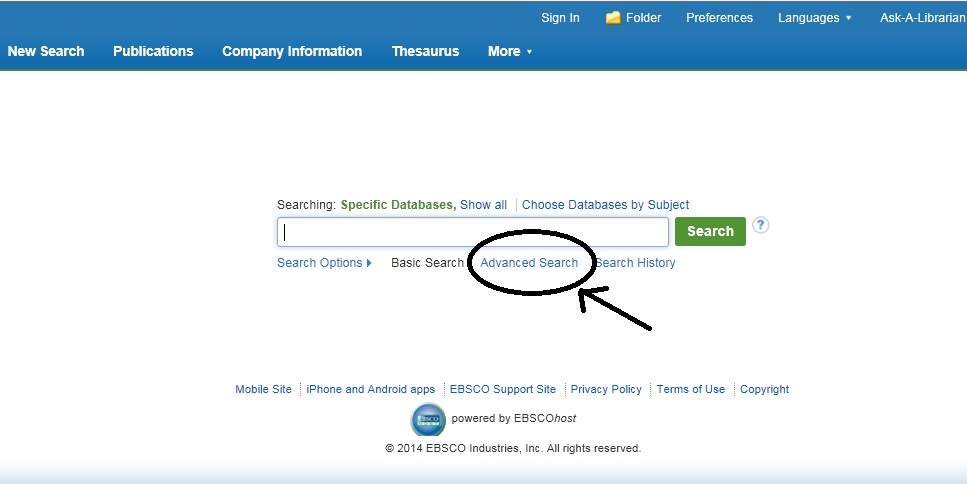
**Search Journal database**

**Go to the library web page** <http://library.nida.ac.th/index.php/en/>

**Select “e-Resources”, then “Business Source Complete”**



**Click “Advanced Search”**



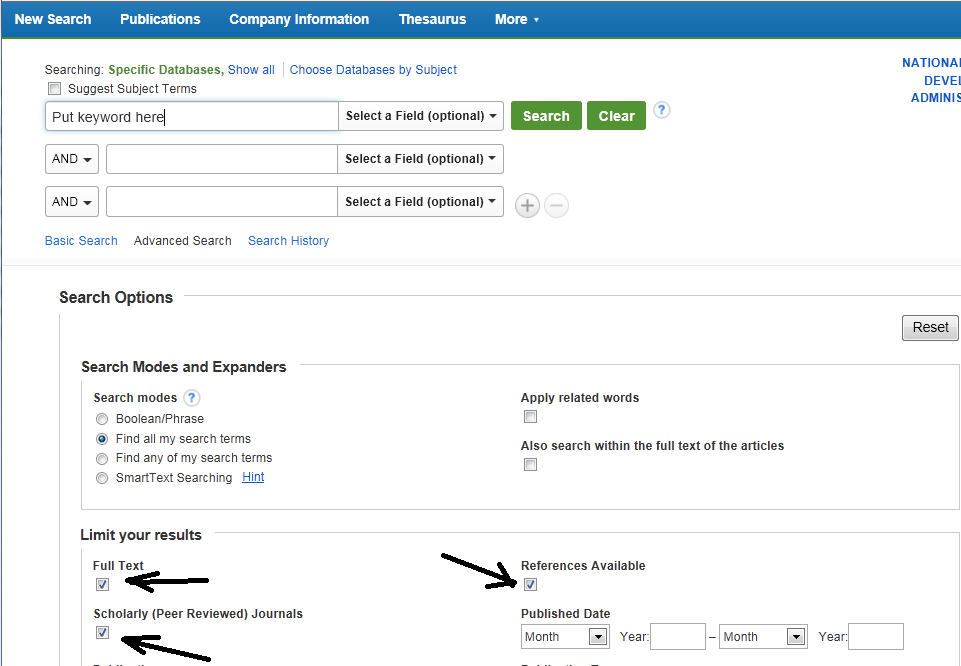
**Tick the checkboxes below**

**“Full Text”**

**“Scholarly (Peer Reviewed) Journals”**

**“References Available”**

**Then, put the keyword that you want to search**



**Quantitative research VS Qualitative research**

To tell whether the paper is a quantitative paper or a qualitative paper, you have to look at the “Methods” section of the paper. Be extra careful for qualitative paper. The paper must mentions that it uses any form “interview” for data collection.

**Quantitative research**

**Paper: Challenge and hindrance stressors in New Zealand: exploring social exchange theory outcomes**

Here are some evidence which support that the paper is a *quantitative research*:

* In the “Sample and procedures” section under the Method part on page 1945, it says that data were collected from 622 employees which is quite huge.
* It also implies that questionnaire survey was used for data collection.
* In the “Measure” section on page 1945, it mentions that data were measured in number.
  + For example, “Challenge stressor” and “Hindrance stressor” were coded 1=no stress, 5=great deal of stress.
* In the “Results” part from page 1946 onwards, it shows that a series of statistics results are reported.

**Qualitative research**

**Paper: Exploring the role of food origin as a source of meanings for consumers and as a determinant of consumers' actual food choices**

Here are some evidence which support that the paper is a *qualitative research*:

* On page 124, the paper mentions that the focus group interview is the method of data collection
  + The exploratory nature of the study led to a focus group interview approach. A researcher conducted three focus group interviews among Finnish consumers: the first group discussed Swedish food, the second group German food and the third French food.
* At the bottom of page 124, it shows that the sample size is quite small.
  + The Finland–Sweden group consisted of 7 participants, the Finland–Germany group of 8 and the Finland–France group of 3 participants.
* From page 124 onwards, the papers report the interview data which are the opinions that informants expressed in words. It reports what the informants said exactly in quotation marks.