

Ways of combining qualitative and quantitative approaches

We can distinguish three major ways of combining quantitative and qualitative data in the measurement and analysis of poverty:

Integrating the methodologies:

- a) using survey data to construct purposive samples for Participatory Poverty Assessments (PPAs)¹
- b) using survey findings in constructing the interview guide of the qualitative research;
- c) using qualitative data to determine appropriate stratification of samples for surveys;
- d) using results of qualitative work in preparing survey questionnaires;
- e) pre-testing new questionnaires as part of a contextual study;
- f) using qualitative research findings to refine the poverty indices used in survey analysis.

Examining, explaining, confirming, refuting and/or enriching information from one approach with that from the other:

- a) “examining” refers to using data from one tradition to enrich the research agenda of the other;
- b) “explaining” entails the use of qualitative research to identify dynamics responsible for survey findings;
- c) “confirming or refuting” entails the use of qualitative research to ascertain the validity of survey-based findings (or vice-versa);
- d) “enriching” entails the use of qualitative research to obtain information and understanding about variables and processes not covered by surveys.

Merging the findings into one set of policy recommendations:

This refers to the kind of joint reporting of results that was a feature of certain World Bank country poverty assessments in the 1990s.

Source: Adapted from Tools for Institutional, Political and Social Analysis of Policy Reform: A Sourcebook for Development Practitioners (Conference Edition) (2007) The World Bank, Washington, DC.

¹ Note: a. A PPA is an instrument for including poor people's views in the analysis of poverty and the formulation of strategies to reduce it through public policy.