



Qualitative and Quantitative Research

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Qualitative and Quantitative Research

Quantitative Research Examples

Application forms

Closed ended Questionnaires

IQ Tests

Measurements

Qualitative Research Examples

Diary accounts

Document review

Open ended Questionnaires

Unstructured interviews

Unstructured observations

Qualitative versus Quantitative

Purpose

Groups studied

Variables

Type of collected data

Forms of collected data

Results

Role of the researcher

Final Report

What is to be observed?

What are the type of questions asked?

How are the questions are put?

How the results are interpreted?

Qualitative versus Quantitative

Purpose

Qualitative

To understand & interpret social interactions.

Quantitative

To test hypotheses, look at cause & effect, & make predictions.

Qualitative versus Quantitative

Group Studied

Qualitative

Quantitative

Smaller & not
randomly selected.

Larger & randomly
selected.

Qualitative versus Quantitative

Variables

Qualitative

Study of the whole,
not variables.

Quantitative

Specific variables
studied.

Qualitative versus Quantitative

Type of Data Collected

Qualitative

Quantitative

Words, images,
or objects.

Numbers and
statistics.

Qualitative versus Quantitative

Forms of Data Collected

Qualitative

Qualitative data such as open - ended responses, interviews, participant observations, field notes, & reflections.

Quantitative

Quantitative data based on precise measurements using structured & validated data-collection instruments.

Qualitative versus Quantitative

Role of the Researcher

Qualitative

Researcher & their biases may be known to participants in the study, & participant characteristics may be known to the researcher.

Quantitative

Researcher & their biases are not known to participants in the study, & participant characteristics are deliberately hidden from the researcher (double blind studies).

Qualitative versus Quantitative

Results

Qualitative

Particular or specialized findings that is less generalizable.

Quantitative

Generalizable findings that can be applied to other populations.

Qualitative versus Quantitative

Final Report

Qualitative

Narrative report with contextual description & direct quotations from research participants.

Quantitative

Statistical report with correlations, comparisons of means, & statistical significance of findings.

Qualitative versus Quantitative

What is to be observed?

Qualitative

Quantitative

Qualities

Behavior

Complexities

Quantities

Scales

Trends

Qualitative versus Quantitative

What are the type of questions asked?

Qualitative

Quantitative

Why?

How?

How
many?

What?

Qualitative versus Quantitative

How are the questions are put?

Qualitative

Quantitative

Document
review

Participant
observations

Interviews

Focus group

Workshops

Application
forms

Questionnaires

IQ Tests

Measurements

Qualitative versus Quantitative

How the results are interpreted?

Qualitative

- Explore, explain, understand
- Narrative
- Particular
- Mainly inductive reasoning: conclusions can be drawn from the evidence no matter how incomplete

Quantitative

- Describe, measure, predict
- Statistical tables and chart
- Universal
- Mainly deductive reasoning: everything is known before conclusions can be drawn

What are the characteristics of each?

Quantitative

- Ask specific narrow questions
- Collects data from participants generally in numerical form.
- Analyzes numbers using statistics.
- Conducts the inquiry in unbiased, objective manner.

Qualitative

- Ask broad, general questions
- Collects data consisting largely of words (text) or image (picture).
- Descriptions and analysis of words for themes.
- Conducts inquiry in subjective, biased manner.

Conclusion

Qualitative and quantitative research differences

- Main aspects and features

When to use particular methods



Thank you for the attention