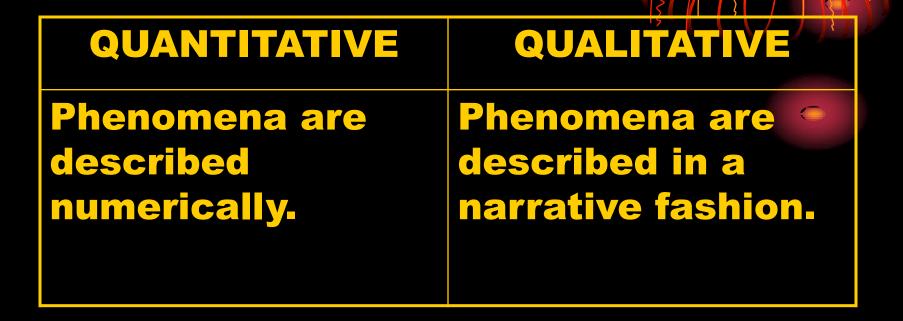


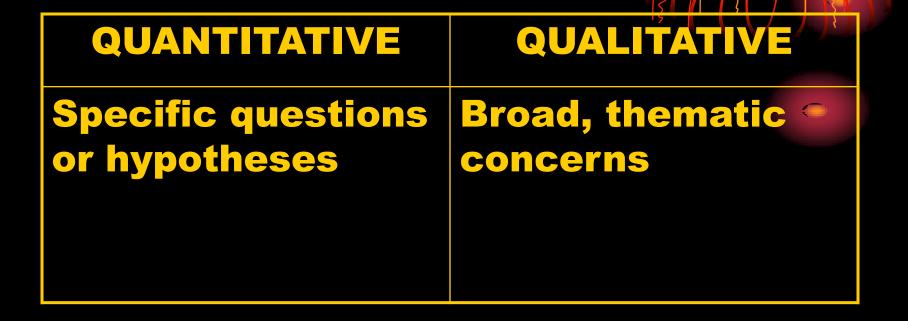
Type of data



Analysis



Scope of inquiry



Primary advantage and disadvantage

QUANTITATIVE

QUALITATIVE

Large sample, statistical validity, accurately reflects the population **Superficial** understanding of participants' thoughts and feelings

Rich, in-depth, narrative description of sample
Small sample, not generalizable to the population at large