

COMPARISON



Type of data



QUANTITATIVE	QUALITATIVE
Phenomena are described numerically.	Phenomena are described in a narrative fashion.

Analysis



QUANTITATIVE	QUALITATIVE
Descriptive and inferential statistics	Identification of major themes

Scope of inquiry



QUANTITATIVE	QUALITATIVE
Specific questions or hypotheses	Broad, thematic concerns

Primary advantage and disadvantage

QUANTITATIVE	QUALITATIVE
<p>Large sample, statistical validity, accurately reflects the population</p> <p>Superficial understanding of participants' thoughts and feelings</p>	<p>Rich, in-depth, narrative description of sample</p> <p>Small sample, not generalizable to the population at large</p>

