

QUANTITATIVE AND QUALITATIVE APPROACHES

QUANTITATIVE & QUALITATIVE RESEARCH

- ◉ QUANTITATIVE RESEARCH DESCRIBES PHENOMENA IN NUMBERS AND MEASURES INSTEAD OF WORDS.
- ◉ QUALITATIVE RESEARCH DESCRIBES PHENOMENA IN WORDS INSTEAD OF NUMBERS OR MEASURES (KRATHWOL, 1993, in WIERSMA, 1995).

QUANTITATIVE RESEARCH

(BURNS, 1999)

- ◉ VALUES OBJECTIVITY THROUGH THE DISCOVERY OF FACTS OR TRUTH
- ◉ TESTS PRE-ESTABLISHED HYPOTHESES THROUGH THE COLLECTION AND MEASUREMENT OF DATA
- ◉ ESTABLISHES CAUSE AND EFFECT RELATIONSHIPS
- ◉ INTERVENES IN THE RESEARCH CONTEXT AND CONTROLS VARIABLES

- ◉ REDUCES DATA INTO MEASURABLE QUANTITIES
- ◉ ENSURES RELIABILITY THROUGH THE CONSISTENCY AND REPLICABILITY OF METHODS
- ◉ GENERALIZES BEYOND THE RESEARCH POPULATION
- ◉ FOCUSES ON RESEARCH OUTCOMES THAT CONFORM OR DISCOMFORM HYPOTHESES

QUALITATIVE RESEARCH

(BURNS, 1999)

- ◉ ENCOMPASSES SOCIAL SUBJECTIVITY AND RELATIVE INTERPRETATION OF PHENOMENON
- ◉ DRAWS ON DATA TO DEVELOP AND REFINE RESEARCH QUESTIONS
- ◉ INTERPRET HUMAN BEHAVIOR FROM PARTICIPANTS' PERSPECTIVES
- ◉ EXPLORES NATURALISTIC CULTURAL SETTINGS WITHOUT CONTROLLING VARIABLES

- ◉ GATHER RICH DATA AND INTERPRET THEM THROUGH THICK DESCRIPTION AND ANALYSIS
- ◉ ENSURES VALIDITY THROUGH MULTIPLE DATA SOURCES
- ◉ DOES NOT SEEK TO GENERALIZE BEYOND THE RESEARCH CONTEXT
- ◉ FOCUSES ON THE PROCESS AS WELL AS THE OUTCOMES OF RESEARCH

SAMPLING TECHNIQUES

QUANTITATIVE

◉ RANDOM SAMPLING

- SIMPLE
- SYSTEMATIC
- STRATIFIED
- CLUSTER

◉ NONRANDOM SAMPLING

- CONVENIENCE
- QUOTA
- PURPOSIVE
- SNOWBALL

QUALITATIVE

◎ PURPOSIVE (PURPOSEFUL)

- MAXIMUM VARIATION
- HOMOGENEOUS
- EXTREME CASE
- TYPICAL-CASE
- CRITICAL CASE
- NEGATIVE CASE
- OPPORTUNISTIC
- MIXED PURPOSEFUL

DATA COLLECTION TECHNIQUES

QUANTITATIVE RESEARCH

- ⦿ TEST
- ⦿ CLOSED-ENDED QUESTIONNAIRE
- ⦿ STRUCTURED INTERVIEW
- ⦿ STRUCTURED OBSERVATION (with OBSERVATION SHEET)
- ⦿ DOCUMENT

QUALITATIVE RESEARCH

- ⦿ OPEN-ENDED QUESTIONNAIRE
- ⦿ IN-DEPTH INTERVIEW (with INTERVIEW TRANSCRIPT)
- ⦿ FOCUS GROUP
- ⦿ PARTICIPANT OBSERVATION (with FIELD NOTE)
- ⦿ DOCUMENT

DATA ANALYSIS

QUANTITATIVE

◉ DESCRIPTIVE

- FREQUENCY COUNT
- PERCENTAGE
- MEAN
- STANDARD DEVIATION

◉ INFERENTIAL

- PEARSON PRODUCT MOMENT CORRELATION
- REGRESSION
- MULTIPLE REGRESSION
- T-TEST (TWO GROUPS)
- ANOVA (THREE OR MORE GROUPS)
- ANCOVA
- MANOVA

QUALITATIVE

◉ DESCRIPTIVE

- CONSTANT COMPARISON METHOD
- PATTERN CLARIFICATION
- DOMAIN ANALYSIS
- CROSS-CASE ANALYSIS

SOURCES

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