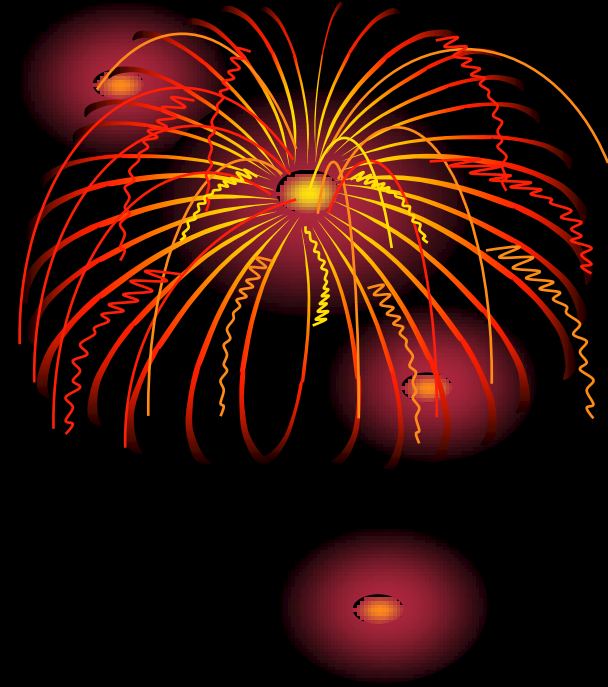




**QUALITATIVE &
QUANTITATIVE
RESEARCH**

QUALITATIVE APPROACH

- **postpositivistic, naturalistic**
- **inductive**
- **holistic**
- **subjective/insider centered**
- **process oriented**
- **anthropological worldview**
- **relative lack of control**
- **goal: understand actor's view**
- **dynamic reality assumed; "slice of life"**
- **discovery oriented**
- **explanatory**

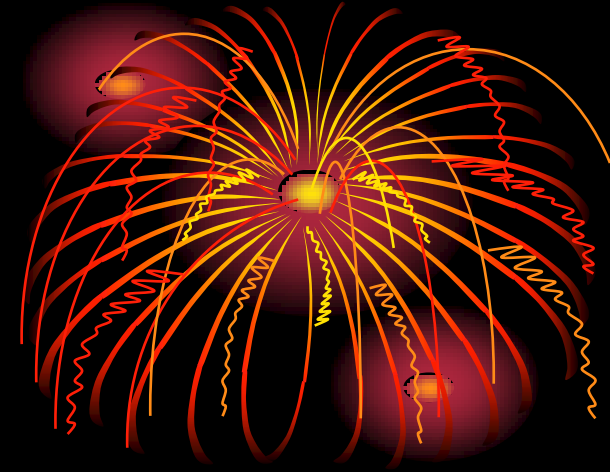


QUANTITATIVE APPROACH

- **positivistic**
- **deducto-hypothetico verificative**
- **particularistic**
- **objective/outsider centered**
- **outcome oriented**
- **natural science worldview**
- **attempt to control variables**
- **goal: find facts & causes**
- **static reality assumed; relative constancy in life**
- **verification oriented**
- **confirmatory**

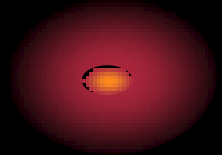


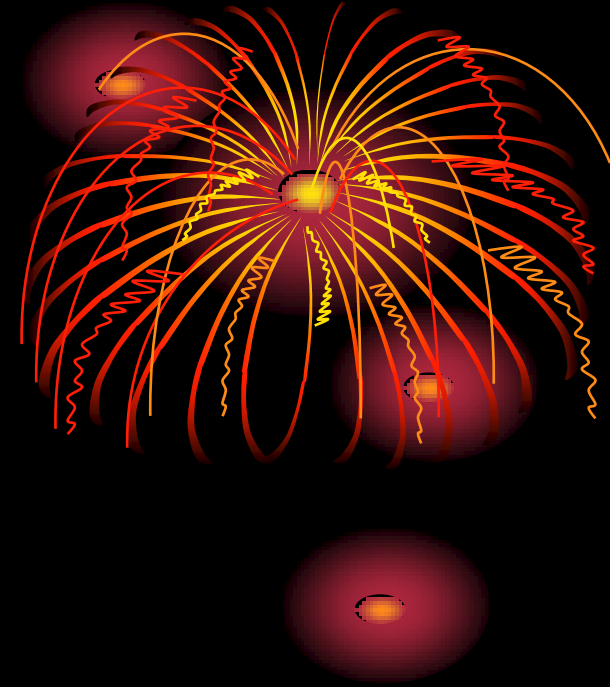
QUALITATIVE APPROACH



Strengths

- **Close association with both participants and activities within the settings**
- **Insider's view of the field**
- **Important role of suggesting possible relationships, causes, effects, and dynamic processes**
- **In-depth information**





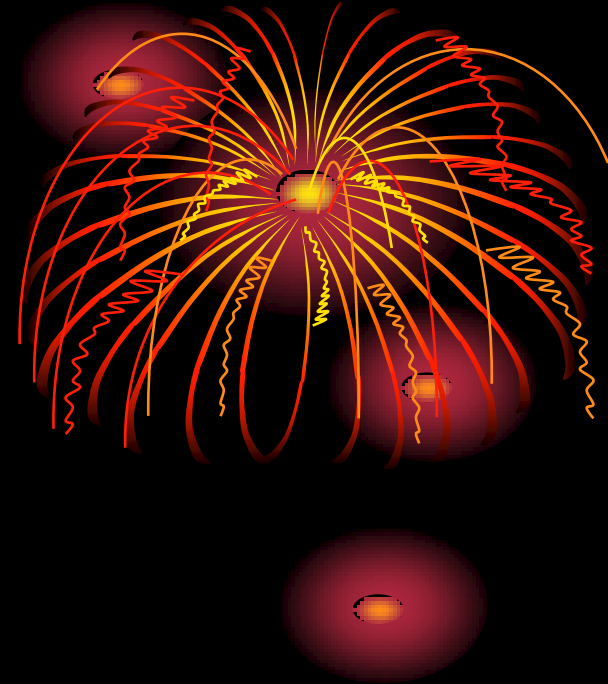
Weaknesses

- **Problem of validity and reliability**
- **Much time required for data collection, analysis, and interpretation**
- **Reactive effects on subjects**
- **Possible bias**
- **No generalization**

QUANTITATIVE APPROACH

Strengths

- Precision and control
- Experimentation
- Hypotheses
- Statistical analysis





Weaknesses

- **Inability to cope with the complexity of human beings**
- **Inability to predict multiple responses**
- **Ignorance of human individuality**
- **Assumption that facts are true and the same for all people all the time**
- **Production of trivial findings**

EPISTEMOLOGY



Philosophy

- **Homocentric reality as a social construct, contextual verities**

Ontology

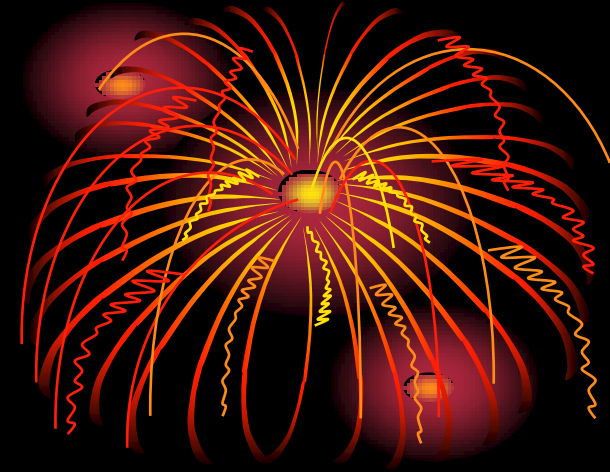
- **The nature of the psyche, perception, creativity, intelligence**

Epistemology

- **Self-verified evidence, grounded theory, recorded testimony**

Methodology

- **Phenomenology, ethnography, etc.**



- 1. Phenomena: holistic**
- 2. Researcher: maintaining an openness**
- 3. Perceptions: those of participants**
- 4. Post hoc conclusions: avoiding a priori assumptions**
- 5. Phenomena in the world: cloudlike**