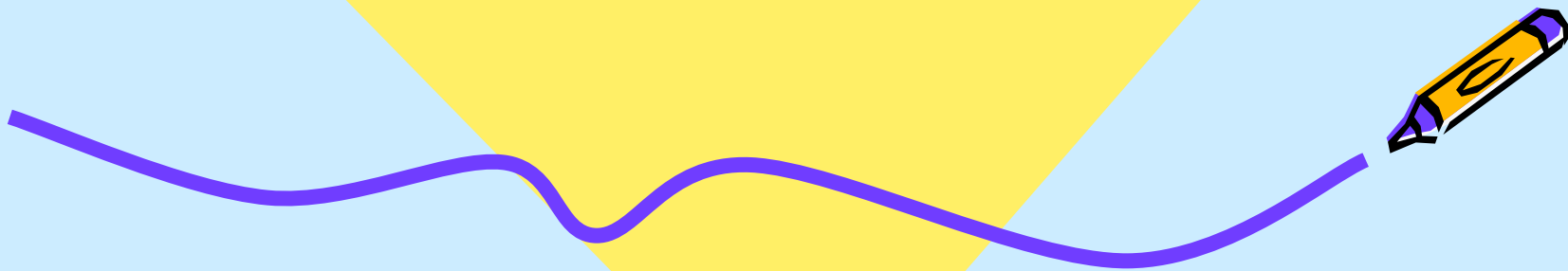


COMPARISON



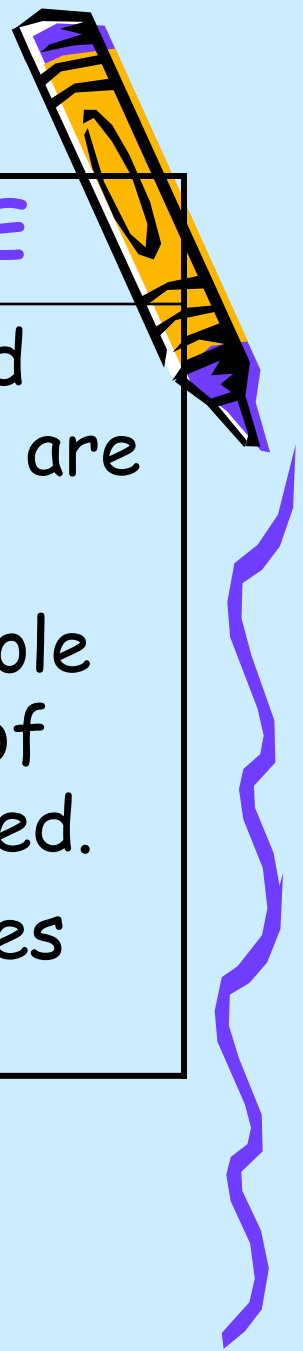
Assumptions about reality



QUANTITATIVE	QUALITATIVE
Reality is single; it can be broken down and parts studied.	Reality is multiple; it can only be studied holistically.



Role of researcher



QUANTITATIVE

The researcher and object of inquiry are separate; hence one can look at reality objectively.

The researcher's role is to observe and measure.

The researcher exerts control over the variables.

QUALITATIVE

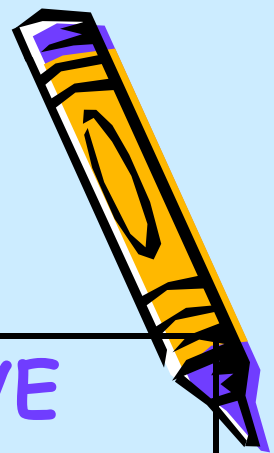
The researcher and what is researched are interdependent.

The researcher's role is to become part of what is being studied.

The researcher does not intervene.



Purpose of research



QUANTITATIVE

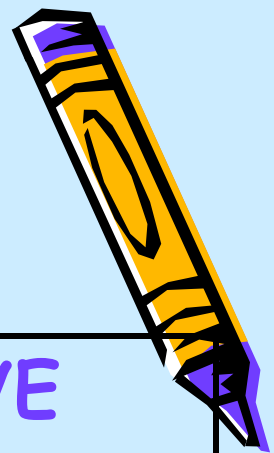
The purpose is to generalize, to predict, and to posit causal relationships.

QUALITATIVE

The purpose is to contextualize and to interpret.



Research questions

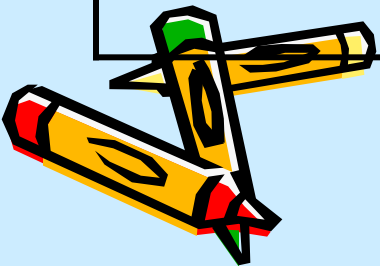


QUANTITATIVE

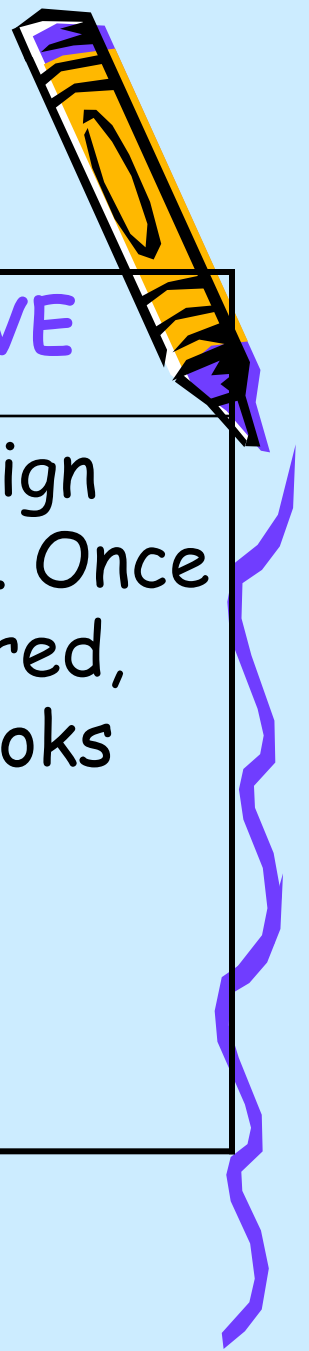
The research question is arrived at deductively. The researcher starts with a hypothesis.

QUALITATIVE

The research question is arrived at inductively. The researcher observes and formulates questions.



Research design



QUANTITATIVE

The researcher has a hypothesis and set methodology.

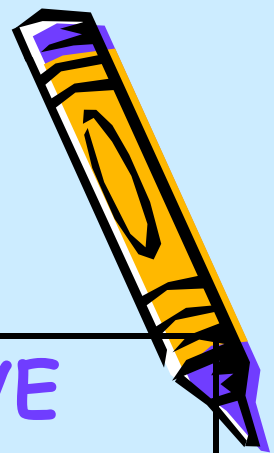
The object is to summarize data in numerical indices.

QUALITATIVE

The research design evolves over time. Once the data is gathered, the researcher looks for patterns.



Length of study

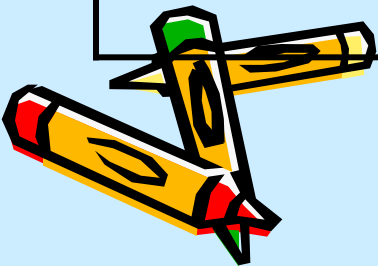


QUANTITATIVE

The study can involve a fairly short time commitment.

QUALITATIVE

The study can involve a very long time commitment.



Typical data



QUANTITATIVE

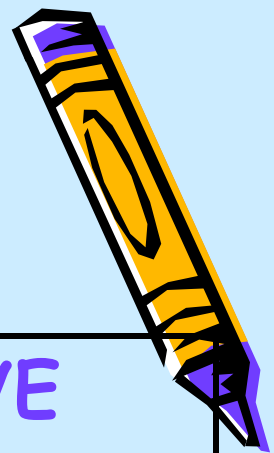
There is a large, random sample.
Numerical indices involving tests or responses to surveys are often used.

QUALITATIVE

There is a purposeful, limited number of participants.
Field notes, interviews, and written documents can all be used.



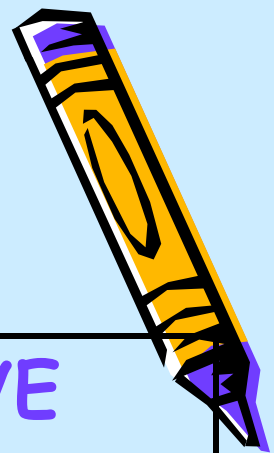
Data analysis



QUANTITATIVE	QUALITATIVE
<p>There is statistical analysis.</p>	<p>There is an interpretive analysis of the data and categorization of the data.</p>



Research report



QUANTITATIVE	QUALITATIVE
Technical language is used.	Descriptive language is used.

