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).
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

- 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