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