

Qualitative	Quantitative
<p>"All research ultimately has a qualitative grounding" - Donald Campbell</p>	<p>"There's no such thing as qualitative data. Everything is either 1 or 0" - Fred Kerlinger</p>
<p>The aim is a complete, detailed description.</p>	<p>The aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed.</p>
<p>Researcher may only know roughly in advance what he/she is looking for.</p>	<p>Researcher knows clearly in advance what he/she is looking for.</p>
<p>Recommended during earlier phases of research projects.</p>	<p>Recommended during latter phases of research projects.</p>
<p>The design emerges as the study unfolds.</p>	<p>All aspects of the study are carefully designed before data is collected.</p>
<p>Researcher is the data gathering instrument.</p>	<p>Researcher uses tools, such as questionnaires or equipment to collect numerical data.</p>
<p>Data is in the form of words, pictures or objects.</p>	<p>Data is in the form of numbers and statistics.</p>
<p>Subjective - individuals' interpretation of events is important ,e.g., uses participant observation, in-depth interviews etc.</p>	<p>Objective – seeks precise measurement & analysis of target concepts, e.g., uses surveys, questionnaires etc.</p>
<p>Qualitative data is more 'rich', time consuming, and less able to be generalized.</p>	<p>Quantitative data is more efficient, able to test hypotheses, but may miss contextual detail.</p>
<p>Researcher tends to become subjectively immersed in the subject matter.</p>	<p>Researcher tends to remain objectively separated from the subject matter.</p>

<http://wilderdom.com/research/QualitativeVersusQuantitativeResearch.html>