

Qualitative vs Quantitative Research

QUALITATIVE	QUANTITATIVE
Methods include focus groups, unstructured or in-depth interviews, and reviews of documents for types of themes	Surveys, structured interviews, measurements & observations, and reviews of records or documents for numeric or quantifiable information
A primarily inductive process used to formulate theory or hypotheses	A primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory
More subjective: describes a problem or condition from the point of view of those experiencing it	More objective: provides observed effects (interpreted by researchers) of a program on a problem or condition
Text-based	Number-based
More in-depth information on a few cases	Less in-depth but more breadth of information across a large number of cases

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Unstructured or semi-structured response options	Fixed response options, measurements, or observations
No statistical tests	Statistical tests are used for analysis
Less generalizable	More generalizable

Adapted from https://www.orau.gov/cdcynergy/soc2web/Content/phase05/phase05_step03_deeper_qualitative_and_quantitative.htm