<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belief that the world is not stable, coherent and uniform. Rather, meaning is situated in a particular perspective or context, and thus, there are multiple realities, none of which is more valid or true than another. The purpose is to explain and gain insight and understanding of phenomena through intensive collection of narrative data. Generate hypotheses to be tested, inductive.</td>
<td>Belief that we inhabit a relatively stable, uniform, and coherent world (single reality) what we can measure, understand, and generalize. The purpose is to explain, predict, and/or control phenomena through focused collection of numerical data. Test hypotheses, deductive.</td>
</tr>
</tbody>
</table>

**Approach to Inquiry**
- **Inductive, value-laden (subjective), holistic, process-oriented**
- **Deductive, value-free (objective), focused, outcome-oriented**

**Hypotheses**
- **Tentative, evolving, based on particular study**
- **Specific, testable, stated prior to particular study**

**Review of Related Literature**
- **Limited**
- **Does not significantly affect particular study**
- **Extensive**
- **Does significantly affect particular study**

**Research Setting**
- **Naturalistic (as is) to the degree possible**
- **Controlled to the degree possible**

**Sampling**
- **Purposeful: Intent to select “small,” not necessarily representative, sample in order to acquire in-depth understanding**
- **Random: Intent to select “large,” representative sample in order to generalize results to a population**

**Measurement**
- **Non-standardized, narrative, ongoing**
- **Standardized, numerical, at the end**

**Design and Method**
- **Flexible, specified only in general terms in advance of study**
- **Nonintervention, minimal disturbance**
- **All Descriptive—History, Biography, Ethnography, Phenomenology, Grounded Theory, Case Study, (hybrids of these)**
- **Consider many variable, small group**
- **Structured, inflexible, specified in detail in advance of study**
- **Intervention, manipulation, and control**
- **Descriptive**
- **Correlation**
- **Causal-Comparative**
- **Experimental**
- **Consider few variables, large group**

**Data Collection Strategies**
- **Document and Artifact Collection**
- **Observation (participant, non-participant)**
- **Interviews/Focus Groups**
- **(un-/structured, in-/formal)**
- **Administration of questionnaires (open ended)**
- **Taking of extensive, detailed field notes**
- **Observation (non-participant)**
- **Interviews and Focus Groups**
- **(semi-structured, formal)**
- **Administration of tests and questionnaires**

**Data Analysis**
- **Raw data are in words**
- **Essentially ongoing, involves synthesis**
- **Raw data are numbers**
- **Performed at end of study, involves statistics**

**Data Interpretation**
- **Conclusions tentative, reviewed on an ongoing basis, generalizations speculative or nonexistent**
- **Inferences/generalizations are the reader’s or consumer’s responsibility.**
- **Conclusions and generalizations formulated at end of study, stated with predetermined degree of certainty**
- **Inferences/generalizations are the researcher’s responsibility**
- **Never 100% certain of our findings.**