

Qualitative

Quantitative

Understanding Experiences

Meaning & Context

Explore, Interpret, Develop, Discover

Rich data, including the researchers' thoughts

Acknowledge bias and rely on your own judgement

Flow chart

Every individual

Small & Similar

"That person is interesting, I wonder why she would respond different than others. I should look closer."

What do...? How do..?

Similarities, then Differences

"Many teachers we interviewed indicate that they use an active teaching methodology; I wonder what other similarities exist."

Ethnography, Phenomenology, Case Study

Central Phenomenon, Process, Aspects, Outcomes

"There are there differences in time spent lesson planning. How does teaching methodology play a role in time spent lesson planning?"

Purpose

Priority

Keywords

Data

Bias

Model

Interest

Sample

Outliers

Questions

Focus

Starting Point

Types

Parts

Example

Accurately Predicting

Certainty & Generalization

Measure, Compare, Relate, Determine

Concrete data, so the results are replicable

Avoid bias by having others make judgments

Equation

The typical person

Large & Diverse

"That person is difficult to categorize and may be unusual in other ways. I may exclude her."

What effect...? How much...?

Differences, then Similarities

"Teachers we interviewed can be divided into those who use an active teaching methodology and those who do not."

Descriptive, Correlational, Experimental

Variables, Influences, Criterion, Response

"Do those who use an active teaching methodology spend more time lesson planning, on average, than those who don't?"