Qualitative vs. Quantitative Data

	Qualitative Data	Quantitative Data
Goal	Uncover meaning by understanding what, how, and why	Causal relationships Prediction by numbers and quantification
Treatment of Data	Identify and define general concepts Identify patterns	Isolate and define variables Test hypotheses
Methods	Participant Observation In-depth Interviews Focus Groups Document Analysis Photos/Videos	Questionnaires (Surveys) Experiments Counts Financial Data
Question Focus	Elicit respondents experiences, open to the full range of possible experiences	Pre-determined response choices
Sampling	Purposefully selected group	Everyone Random sample
Focus of Analysis	Meaning through rich description Comparison to identify similarities and differences Process and context	Prediction Outcomes Generalizability Controlled
Desirable characteristics of a researcher	Creative and Critical Thinker Maturity and Self-Discipline Flexible and Reflexive Empathy and Sympathy Careful Observer—of people Interpersonal Communication Skills	Creative and Critical Thinker Maturity and Self-Discipline Flexible and Reflexive Careful Observer—of data Statistical Expertise