QUALITATIVE RESEARCH
NRSG 802
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COMPARISON OF QUANTITATIVE AND QUALITATIVE RESEARCH APPROACHES

QUANTITATIVE
- **Purpose:**
  - Prediction & control
  - Cause & effect
- **Assumptions:**
  - There is an objective reality that can be known and measured

QUALITATIVE
- **Purpose:**
  - Understanding other people's perceptions and interpretations
- **Assumptions:**
  - Reality is socially constructed through individual or collective definitions

QUANTITATIVE
- **Reality:**
  - Stable, made up of facts that do not change
  - Tangible, can be divided into parts
- **Researcher Perspective:**
  - Outsider

QUALITATIVE
- **Reality:**
  - Dynamic, varies depending on people's perceptions
  - Multiple, constructed, and holistic
- **Researcher Perspective:**
  - Insider

QUANTITATIVE
- **Approach:**
  - Survey, experimental, correlational designs used to reduce bias and error
- **Data:**
  - Objective
  - Independent of people's perceptions

QUALITATIVE
- **Approach:**
  - Ethnography, case studies, grounded theory, phenomenology & more
- **Data:**
  - Subjective
  - Data ARE the perceptions

QUANTITATIVE
- **Measurement:**
  - Non human:
    - Pre-constructed tests
    - Observations
    - Records
    - Questionnaires
    - Rating scales

QUALITATIVE
- **Measurement:**
  - Human:
    - Interviews
    - Observations
    - Other human artifacts, such as letters

QUANTITATIVE
- **Research Conditions:**
  - Controlled
  - Manipulated
  - Strict protocol
- **Researcher Role:**
  - Detached to avoid bias
  - Researcher and subject are independent

QUALITATIVE
- **Research Conditions:**
  - Naturalistic
  - "In the field"
- **Researcher Role:**
  - Immersed in phenomenon
  - Researcher and participant are interactive
COMPARISON OF QUANTITATIVE AND
QUALITATIVE RESEARCH APPROACHES

QUANTITATIVE
- Presentation of Results:
  - Scientific, stripped down
  - Statistical tables
  - Form for reporting is standardized

QUALITATIVE
- Presentation of Results:
  - "Rich, thick description"
  - Literary style with descriptive narrative, storytelling, using quotations
  - Form has more latitude

QUANTITATIVE
- Use of theory:
  - Deductively, stated at the beginning of the study
  - Philosophy of Science: Modernism/Logical positivism

QUALITATIVE
- Use of theory:
  - Inductively, may develop theory
  - Results compared to previous or evolving theory at the end of article
  - Symbolic interactionism in grounded theory
  - Philosophy of science: Postmodernism

QUANTITATIVE
- Literature Review:
  - Major role
  - Establishes focus of research
  - Occurs at beginning of study, compared with findings at the end

QUALITATIVE
- Literature Review:
  - Minor role at beginning
  - Major role in discussion at end

COMPARISON OF QUANTITATIVE AND
QUALITATIVE RESEARCH APPROACHES

QUANTITATIVE
- Data Analysis:
  - Statistical analysis
  - Hypothesis testing

- Sampling:
  - Probability (randomized) or non-probability
  - Power analysis
  - Large sample size

QUALITATIVE
- Data Analysis:
  - Depends on type of study
  - Generally, researcher looks for themes, patterns, cases, codes, constructs, emerging theory

- Sampling:
  - Purposive, snowball
  - Much smaller numbers

COMPARISON OF QUANTITATIVE AND
QUALITATIVE RESEARCH APPROACHES

QUANTITATIVE
- Types of Qualitative Methods:
  - Ethology
  - Ethnography
  - Content Analysis
  - Narrative Analysis
  - Qualitative Description
  - Phenomenology
  - Grounded Theory

QUALITATIVE
- Evaluation of Qualitative Studies:
  - Much debate about this and appropriate criteria for doing so!

APPRASIAL OF QUALITATIVE RESEARCH

- Glaser & Strauss:
  - Fit
  - Grab
  - Work
  - Modifiability

- Lincoln & Guba: Trustworthiness
  - Credibility (Parallels Internal validity)
  - Dependability (Parallels Reliability)
  - Transferability (Parallels External validity)
  - Confirmability (Parallels Objectivity)

IN CLASS: EXAMPLES OF APPRAISAL: YOUR ARTICLES!

- Evidence of
  - Credibility
  - Dependability
  - Transferability
  - Confirmability
  - Anything else found that you want to mention?