

<u>Qualitative</u>	<u>Quantitative</u>
Naturalistic Paradigm Organic	Positivist Scientific
Descriptive	Experimental
Narrative	Statistical
Interpretive or Exploratory	Generalizable
TYPES OF QUALITATIVE RESEARCH	TYPES OF QUATITATIVE RESEARCH
Ethnography	Survey
Case Study	Correlational
Action Research	Causal-comparative
Historical Research	Experimental
KEY CONCEPTS	KEY CONCEPTS
Meaning/Understanding	Variables
Research Questions	Hypothesis
Focus on Phenomenon	Replication
GOALS	GOALS
Description	Prediction
Multiple Realities	Establishing facts
Show understanding	Show cause-effect
DESIGN	DESIGN
Evolving	Structured, predetermined
Reads like a story	Read numbers and charts
DATA	DATA
People's words	Statistics
Theoretical sample	Control groups
Purposive sample	Random sample
TECHNIQUES / METHODS	TECHNIQUES / METHODS
Observation	Experiments
Participant Observation	Survey Research
RELATIONSHIP WITH SUBJECTS	RELATIONSHIP WITH SUBJECTS
Empathy	Detachment