

Qualitative Research

- phenomenological
- inductive
- holistic
- subjective/insider centered
- process oriented
- anthropological worldview
- relative lack of control
- goal: understand actor's view
- dynamic reality assumed; "slice of life"
- discovery oriented
- explanatory

Quantitative Research

- positivistic
- hypothetico/deductive
- particularistic
- objective/outsider centered
- outcome oriented
- natural science worldview
- attempt to control variables
- goal: find facts & causes
- static reality assumed; relative constancy in life
- verification oriented
- confirmatory

adapted from Cook and Reichardt (1979)