“Not everything that counts can be counted, and not everything that can be counted counts” (Albert Einstein)
Qualitative Versus Quantitative Research Paradigms

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General Characteristics/ Features

1. The **natural setting is the direct source of data.**

   The researcher attempts to observe, describe and interpret settings as they are, maintaining what Patton calls an "empathic neutrality" (1990, p. 55).


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**Naturalistic Inquiry**

Studying the real-world situations as they unfold naturally; non manipulative, unobtrusive, and non controlling; openness to whatever emerges-lack of predetermined constraints on outcomes.
the researcher’s passion is understanding the world in all its complexity
- not proving something,
- not advocating,
- not advancing personal agendas,
but understanding;

the researchers includes personal experience and emphatic insight as part of the relevant data,

while taking a neutral non-judgmental stance toward whatever content may emerge.

emphatic neutrality? same as objectivity?

scientific AND humanistic
General Characteristics/ Features

2. The researcher acts as the human instrument of data collection

Researchers as instrument for data collection and analysis through observing, participating, and interviewing.

*** acknowledge and monitor their own biases and subjectivities and how these color interpretation of data.

Personal Contact and Insight
The researcher has direct contact with and gets close to the people, situation, and phenomenon under study; researcher’s personal experiences and insights are important part of the inquiry and critical to understanding the phenomenon.
3. Qualitative researchers predominantly use inductive data analysis.

**is prevalent in qualitative research because it allows the observer to become immersed in a group.

Data are collected to build concepts, hypotheses, or theories from observations and intuitive understandings.
Inductive Analysis

Immersion in the details and specifics of the data to discover important categories, dimensions, and interrelationships; begin by exploring genuinely open questions rather than testing theoretically derived (deductive) hypothesis.

Form of Reasoning

- QUANTITATIVE
  - deductive analysis
    - from general case ("theory") to specific situations.

- QUALITATIVE
  - inductive analysis
    - from specific situation to general case.
General Characteristics/ Features

4. Qualitative research reports are descriptive, incorporating expressive language and the "presence of voice in the text" (Eisner, 1991, p. 36).

Reporting is rich with quotation, narration, and detail—what is termed “thick description.”

Qualitative Data

Detailed, thick description; inquiry in depth; direct quotations capturing people’s personal perspectives and experiences.
General Characteristics/Features

5. Qualitative research has an interpretive character, aimed at discovering the meaning events have for the individuals who experience them, and the interpretations of those meanings by the researcher.

\[
data \text{ from participants’ perspectives} + \text{data from researchers perspective} = \text{attempt to understand the world from participants’ frames of reference and the meaning people have constructed of their experiences.}
\]
6. Qualitative researchers pay attention to the **idiosyncratic** as well as the **pervasive**, seeking the uniqueness of each case.

**Unique Case Orientation**
Assumes each case is special and unique; the first level of inquiry is being true to, respecting, and capturing the details of the individual cases being studied; cross-case analysis follows form and depends on the quality of individual case studies.

**Holistic Perspective**
The whole phenomenon under study is understood as a complex system that is more than the sum of its parts; focus is on complex interdependencies not meaningfully reduced to a few discrete variables and linear, cause-effect relationships.
General Characteristics/ Features

7. Qualitative research has an emergent (as opposed to predetermined) design, and researchers focus on this emerging process as well as the outcomes or product of the research.

The process is flexible; research designs can be changed to match the dynamic needs of the situation.
Dynamic Systems

Attention to process; assumes change is constant and ongoing whether the focus is on an individual or an entire culture

Research Process

• QUANTITATIVE
  • focused
  • deals with known variables
  • uses established guidelines
  • static designs; context-free; objective

• QUALITATIVE
  • holistic approach
  • unknown variables
  • flexible guidelines
  • “emergent” design; context-bound;
  • subjective
General Characteristics/ Features

8. Qualitative research is judged using special criteria for trustworthiness.
FRAMING QUALITATIVE METHODS: PURPOSE

- theory generation,
- theory elaboration,
- theory testing
- critical theory

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FRAMING QUALITATIVE METHODS: ANALYTICAL DATA TECHNIQUE

- grounded theory approaches,
- pattern matching in case study research,
- and hermeneutic techniques
FRAMING QUALITATIVE METHODS: FIVE TRADITIONS OF QUALITATIVE INQUIRY

- Biography
- phenomenological study
- grounded theory study
- ethnography
- case study

FRAMING QUALITATIVE METHODS: EIGHT APPROACHES

- Basic interpretive qualitative study (Johnny)
- Phenomenology. (Demy)
- Grounded theory. (Randy)
- Case study. (Nathan)
- Ethnographic study. (Benjie)
- Narrative analysis. (Ella)
- Critical qualitative research (Elaine)
- Postmodern research. (Donna)