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DEPT: HUMAN NUTRITION AND DIETETICS

COURSE CODE: NTD 311

QUESTION

DIFFERENCE BETWEEN QUANTITATIVE AND QUALITATIVE RESEARCH METHODS

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| *QUALITATIVE METHOD* | QUANTITATIVE METHOD |
| Methods include focus groups, in-depth interviews, and reviews of documents for types of themes | Surveys, structured interviews & observations, and reviews of records or documents for numeric information |
| Primarily inductive process used to formulate theory or hypotheses | Primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory |
| More subjective: describes a problem or condition from the point of view of those experiencing it | More objective: provides observed effects (interpreted by researchers) of a program on a problem or condition |
| Text-based | Number-based |
| More in-depth information on a few cases | Less in-depth but more breadth of information across a large number of cases |
| Unstructured or semi-structured response options | Fixed response options |
| No statistical tests | Statistical tests are used for analysis |
| Can be valid and reliable: largely depends on skill and rigor of the researcher | Can be valid and reliable: largely depends on the measurement device or instrument used |
| Time expenditure lighter on the planning end and heavier during the analysis phase | Time expenditure heavier on the planning phase and lighter on the analysis phase |
| Less generalizable | More generalizable |
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