

Items	Quantitative	Qualitative
What is it (definition)?	A technique that uses mathematical research, measurements, or statistics to understand behavior	A technique that uses non-measurable data (text, sounds and images) or subjective judgement for analysis.
What are they (types of research)?	(Categorical and continuous) Descriptive Correlational Casual- Comparative/ Quasi- Experimental Experimental	Ethnography Narrative Phenomenological Grounded Theory Case Study
What are the tools to use to obtain the data (methods)?	Questionnaires Usage logs Likert scales (continuous) Linear scales Surveys	Interview or focus- group recordings Field notes Observations
At what type of research problem should we use it (example)?	To determine association (how strongly associated 2 or more variables are to each other) or group-based differentiation (how different 2 or more groups on a particular variable or set of variables)	Used to reveal biases, values, or experiences that impact how the results are interpreted. Data can be observed with our senses (hearing, sight, smell, touch, taste)