

Qualitative or Quantitative?  
A-Team Session 4  
October 9, 2007

- Prediction
- Focus groups
- Comprehensive
- Observation
- Numbers
- Questionnaire
- Interviews
- Surface level
- Small samples
- Surface level data
- Descriptive
- Standardized instrument
- Document analysis
- Statistical software
- Generalizable
- Flexible Design
- Coding
- Random Sample
- Subjective
- Objective
- Detached relationship with participants
- Researcher is the instrument of analysis
- Convenient and widely used

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