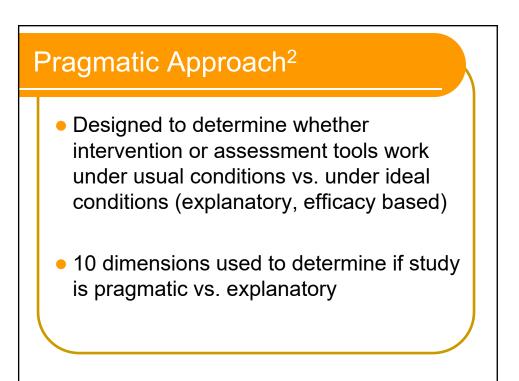
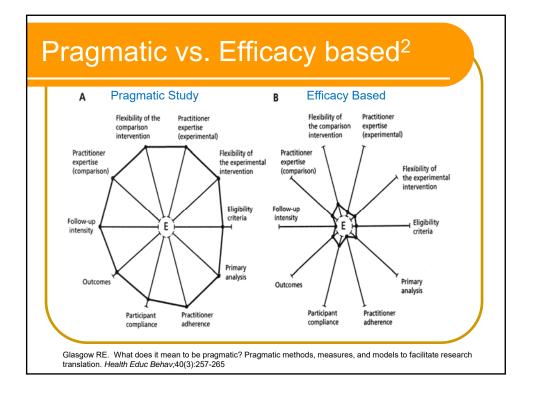
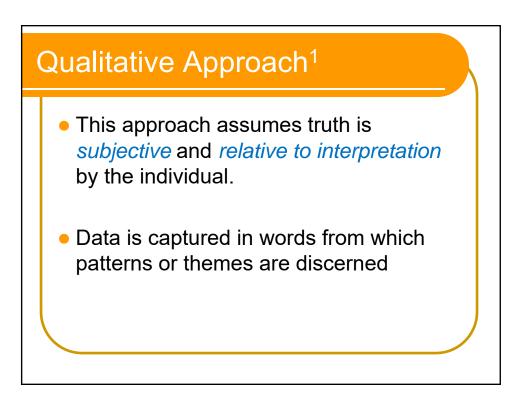


Quantitative Approach¹

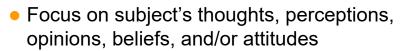
- Approach assumes there is an *objective* truth that can be revealed by independent investigators.
- Statistics are used to determine the answer
- A greater control (rigor) provides a higher expectation of quality
- The traditional scientific method







Qualitative Studies



- Data reported in narrative rather than statistical format.
- Data collection methods include interviews, surveys, diaries, observations, etc.
- Results focus on themes or patterns of data

