

**TABLE 2.1** Emphases of Quantitative, Mixed, and Qualitative Research

	<b>Quantitative Research</b>	<b>Mixed Research</b>	<b>Qualitative Research</b>
Scientific method	Deductive or “top-down” The researcher tests hypotheses and theory with data	Deductive and inductive	Inductive or “bottom-up” The researcher generates new hypotheses and grounded theory from data collected during fieldwork
View of human behavior	Behavior is regular and predictable	Behavior is somewhat predictable	Behavior is fluid, dynamic, situational, social, contextual, and personal
Most common research objectives	Description, explanation, and prediction	Multiple objectives	Description, exploration, and discovery
Focus	Narrow-angle lens, testing specific hypotheses	Multilens focus	Wide-angle and “deep-angle” lens, examining the breadth and depth of phenomena to learn more about them
Nature of observation	Attempt to study behavior under controlled conditions	Study behavior in more than one context or condition	Study behavior in natural environments Study the context in which behavior occurs
Nature of reality	Objective (different observers agree on what is observed)	Commonsense realism and pragmatic view of world (i.e., what works is what is “real” or true)	Subjective, personal, and socially constructed
Form of data collected	Collect quantitative data based on precise measurement using structured and validated data collection instruments (e.g., closed-ended items, rating scales, behavioral responses)	Multiple forms	Collect qualitative data (e.g., in-depth interviews, participant observation, field notes, and open-ended questions) The researcher is the primary data collection instrument
Nature of data	Variables	Mixture of variables, words, and images	Words, images, categories
Data analysis	Identify statistical relationships	Quantitative and qualitative	Search for patterns, themes, and holistic features
Results	Generalizable findings	Corroborated findings may generalize	Particularistic findings Representation of insider (i.e., “emic”) viewpoint Present multiple perspectives
Form of final report	Statistical report (e.g., with correlations, comparisons of means, and reporting of statistical significance of findings)	Eclectic and pragmatic	Narrative report with contextual description and direct quotations from research participants