

## Research Design and Methodologies - Qualitative and Quantitative

	Qualitative Approach	Quantitative Research
Example Research Question	<p>What social factors influence children accessing or not accessing the new latrine?</p> <p>In what ways would a teacher and/or carer education program on the benefits of using the latrine assist in building children's confidence?</p>	<p>What impact did the new latrine system have on the number of cases of child dysentery?</p> <p>Did the education program for teachers and carers contribute to increase of the latrines by children?</p>
Type of Knowledge	Subjective (ie people's opinions, feelings, experiences)	Objective (measurable change in numerical terms)
Characteristics	Flexible research questions, observational research Contextual Dynamic, self-perceived views on change	Fixed research questions and controlled Independent/dependent variables Measurement of change (pre and post)
Sampling	Participants easily identifiable and known to the researcher	Random selection of participants
Data Collection	Semi-structured or unstructured data collection	Structured and systemic collection of information
Nature of Data	Narratives, quotations, descriptions, interviews, focus groups, photographs, observations, field notes	Numbers, counting, statistics
Analysis	Thematic and interpretative	Exact (ie statistical or numerically based)

NOTE: Most research and evaluation programs use a combination of qualitative and quantitative methodologies, often referred to as a mixed methods approach.