



Research methods

Quantitative

Data that can be counted or compared on a numerical scale.

Examples



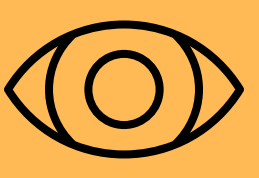
Experiments

Assesses a casual relationship by assigning a control group and a test group. Some methods can also be quasi-experimental if groups are not assigned randomly.



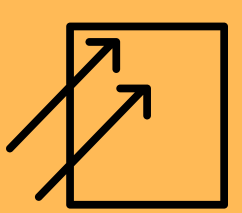
Questionnaires

Asking a sample of people a set of pre-designed questions in order to gather descriptive and numerical data about opinions and/or behaviors.



Observations

The researcher observes and quantifies behaviors or natural phenomena in some way. Participants may or may not be aware of the observation.



Correlations

A statistical approach measuring the association between two variables. Uses ordinal, interval, or ratio data. Analysis is facilitated by software packages such as SPSS and R.



Mixed methods

Uses a combination of quantitative and qualitative research methods. For example, a study that includes both observations and focus group data. Some surveys can have both quantitative and qualitative questions.

Qualitative

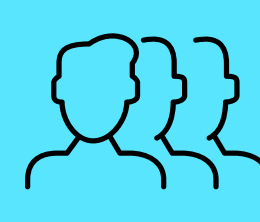
Non-numerical data that describes qualities or characteristics.

Examples



Interviews

A conversation between a researcher and participant about a particular topic. Can be structured, semi-structured, or unstructured.



Focus groups

An interview session with multiple participants on a particular topic in which the interaction of the group is used to elicit participants' views.



Ethnography

Detailed accounts of social behaviors based on long-term observation and discussion with participants. Includes auto-ethnography which uses the researcher's own experiences.



Literature reviews

Describes and analyzes existing materials on a topic to draw conclusions. Includes systematic and integrative reviews.

Want to learn more about research methods? Check out [SAGE Research Methods](#).