

Two Types of Data/Research

Quantitative

- Recording and analyzing

Qualitative

- Words, pictures, etc. typically based upon

Each Has
Some Questions are Best Answered with

Quantitative Research

1. Experiments
- 2.
3. _____ Analysis
4. Secondary

Qualitative Research

1. Field Research

- _____ Observation
- Ethnography

2. _____ Studies

3. _____-Comparative

Case Studies

In-Depth Examination of _____

A “case” can be an

Case studies typically use

Usually the basis of _____ studies

Basic and Applied Research

Basic Research

- Purpose –
- Often Lacks Immediate
- Example: Do Men or Women

Applied Research

- Purpose – To Address
- Often Uses the Knowledge Gained from
- Example: Will a Drug Prevention Program Work With

Evaluation Research

Most Common Type of _____ Research

Examples:

- D.A.R.E. - Does D.A.R.E.
- Boot Camps – Do Boot Camps
- Head Start – Does the Head Start Pre-School Program

The Time Dimension

1. Cross-Sectional
2. _____

Ideographic vs. Nomothetic

Question:

When Do You Perform Well on Tests and When Don't
You Perform Well?

How Would You Answer This Question?

How Would You Answer This Question?

It May Depend on the

- Your Parents Want to Know Why You
- Your Want to Know How You Can

Types of Explanation

Idiographic

Complete Explanation of a

You Did Poorly on the Test Because:

Types of Explanation

Nomothetic

Partial explanation of a

- The more you study, the better you
- The more you attend class, the better you

Deductive Versus Inductive Methods

Inductive

Starts with detailed

List All Tests and See If You Can Detect A Pattern

- Early versus

(Finding a pattern doesn't necessarily tell you

Deductive Versus Inductive Methods

Deductive

Starts with

Example:

If I Study with Friends, They May

(The “_____” is Likely More Important)