Qualitative vs. Quantitative Approaches to Research + Research Paradigms

Definition of a paradigm: a paradigm is "the set of fundamental theoretical assumptions that all members of a scientific community accept…It also involves the shared beliefs and values that unite a scientific community" (Belgrano, 2021, p. 3).

Quantitative research	Qualitative research
1-Follows **the positivist paradigm (**introduced by the French philosopher *August Comte*).	-Follows **the interpretivist paradigm (**which emerged as a reaction to the positivist paradigm**)**.
2-Rational/logical reasoning.	-Empirical/practical (through life experience).
3-Counting variation 'the degree of change' (based on measurement).	-Describing variation/facts (based on in-depth description).
4-Specific research question (closed).	-General research question (open).
5-Quantitative research tools/methods, e.g. structured questionnaires and experiments.	-Qualitative research tools/methods, e.g. interviews, observation, and case studies.
6-Large-size sample.	-Small-size sample.
7-Structured/numerical/statistical/quantitative/ 'hard' data.	-Descriptive/narrative/word-based/qualitative/soft data.
8-Generalisation of the results is possible.	-No generalisation of the results (single case studies/focus on the individual).
9-Stable reality.	-Dynamic reality.
10-Objective.	-Subjective (bias)
11-Hypothesis-testing.	-Hypothesis-generating (making).
12-Follows the deductive approach.	-Follows the inductive approach.
13-Validity is ensured through replication (**e.g.** Experiment repetition).	-Confirmation is ensured through triangulation (2 tools or more).