

What is Quantitative Research?

Marriage of Numbers and Theory

Knowledge via Discovery

- Only one knowable reality that can be discovered
- Reality can be known by anyone
- Method of knowing is objective
- Process of knowing is precise, systematic and repetitive (numbers)
- Purpose of research is to represent reality accurately
- Accurate representation is accomplished by classifying objects and identifying universal rules of law (theory)

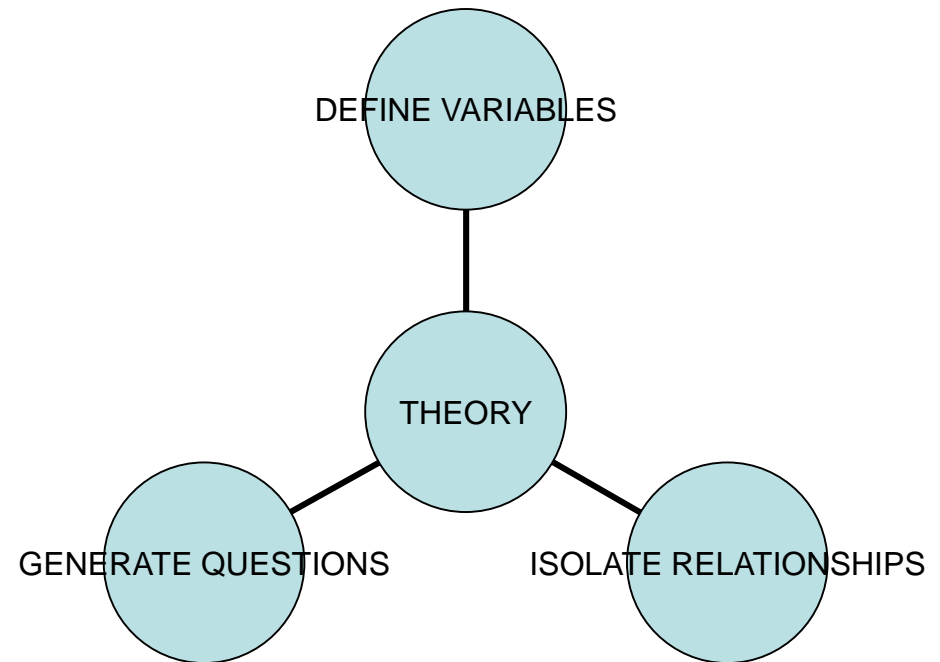
What is quantitative research?

Any approach that uses systematic observations to account for and generalize about human behavior.

Use numbers to interpret human communication.

Central role of THEORY

- A related set of ideas that explains how or why something happens
- Discovery relies on deductive research model



BASIC RESEARCH PAPER

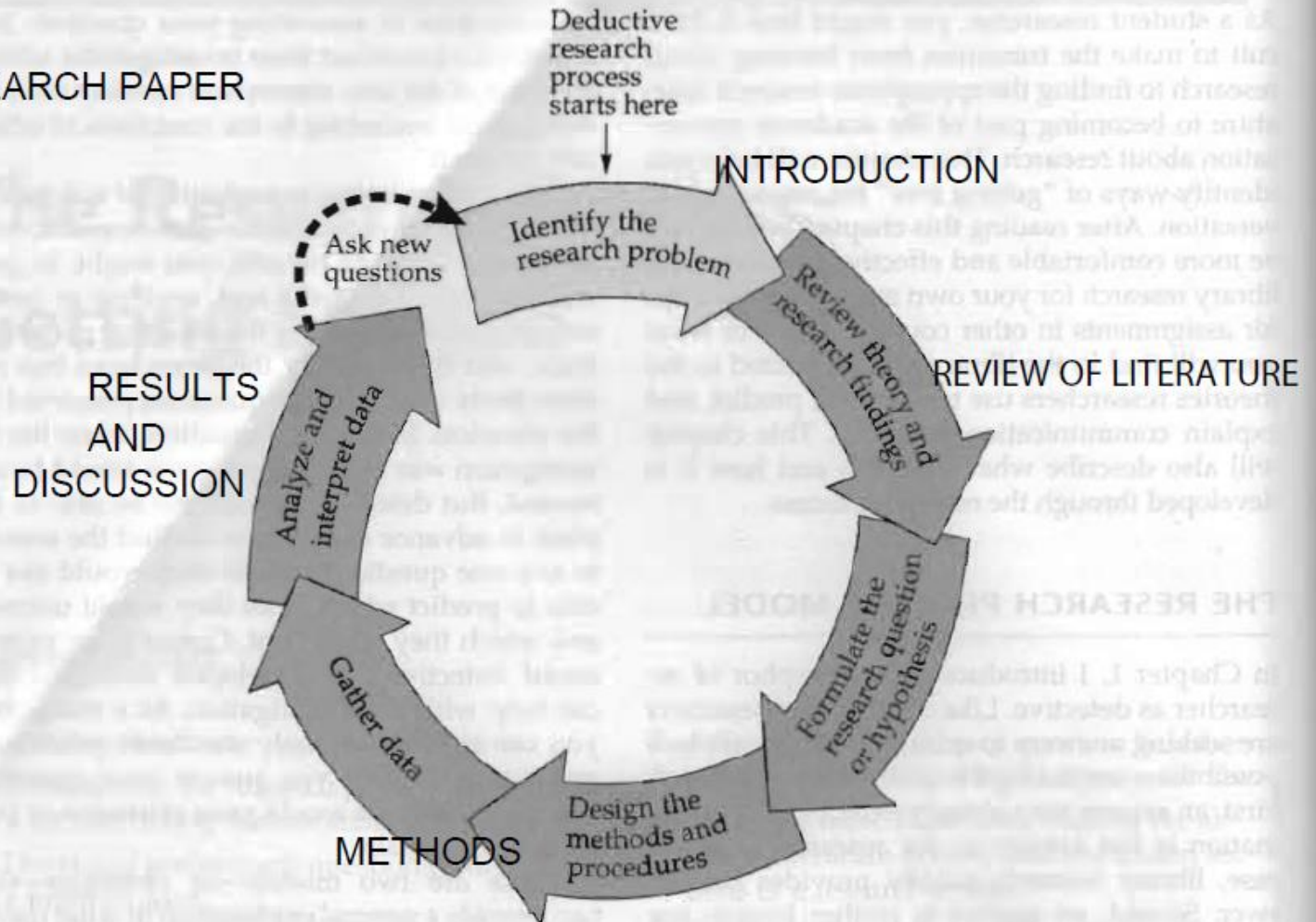


FIGURE 2.1 The Deductive Research Model

Quantitative Research

PROS

- Useful when time and funds are limited
- Useful when audiences want hard numbers
- Useful when subjects not available for extensive interactions

CONS

- Not suited for exploratory research
- Not suited for research on secretive, closed cultures