

Quantitative and Qualitative Research Paradigms: A Case of Mistaken Identity

Why Research Labels Don't Work

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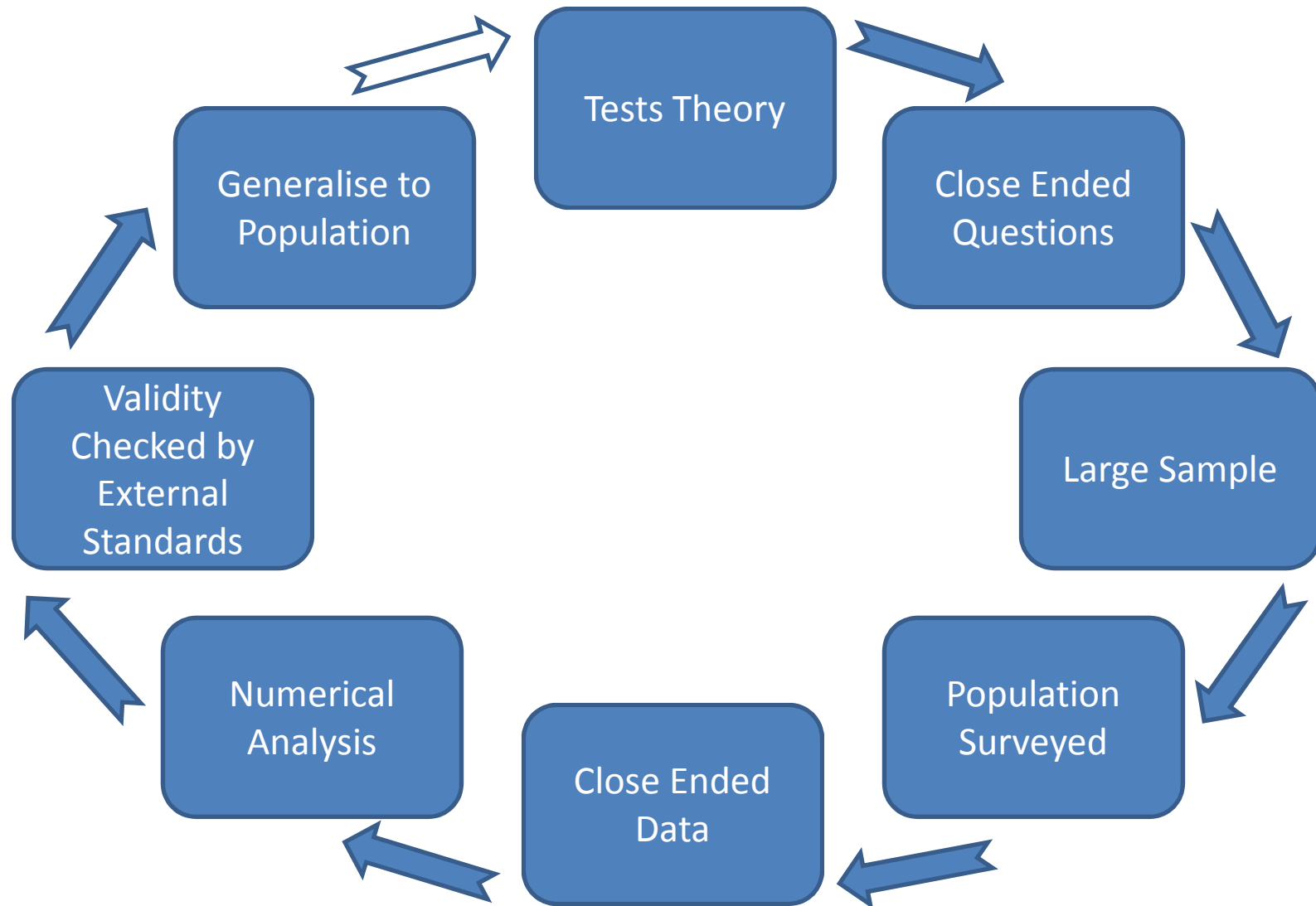
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Traditional Paradigmatic Models Used in Educational Research

Quantitative Paradigm	Qualitative Paradigm
Post-positivistic epistemology	Constructivist, subjective epistemology
Tests theories deductively	Creates information inductively
Asks close-ended questions	Asks open-ended questions
Collects numbers	Collects words and images
Large sample from many sites	Small sample from a few sites
Uses statistical analysis	Uses text or image analysis
Researcher remains in the background	Researcher identifies personal stance
Researcher performs checks on bias	Researcher reports bias
Validity checked by external standards	Validity checked by participants or reader

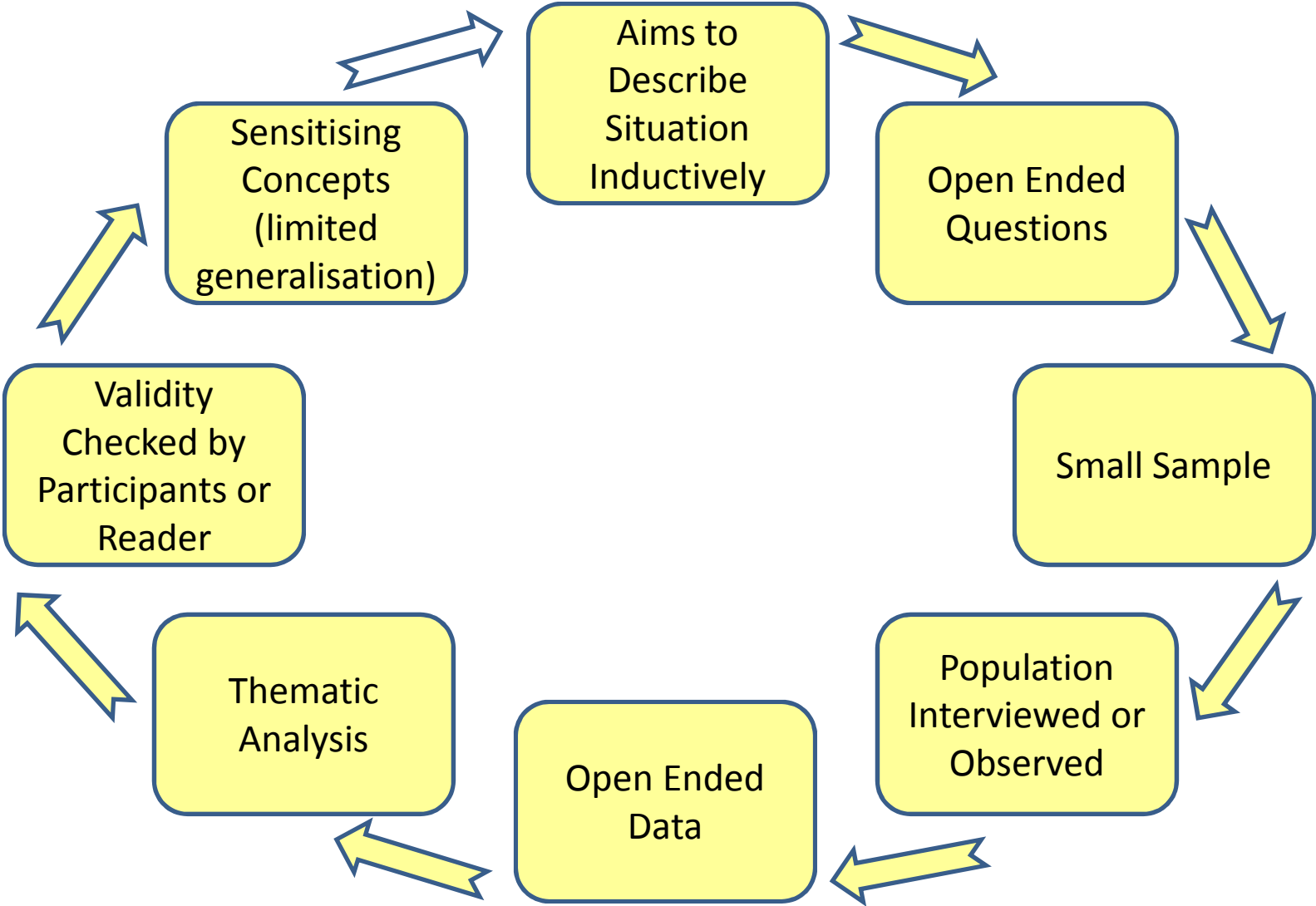
From Creswell and Plano-Clark (2007)

Traditional Model of Quantitative Research Design

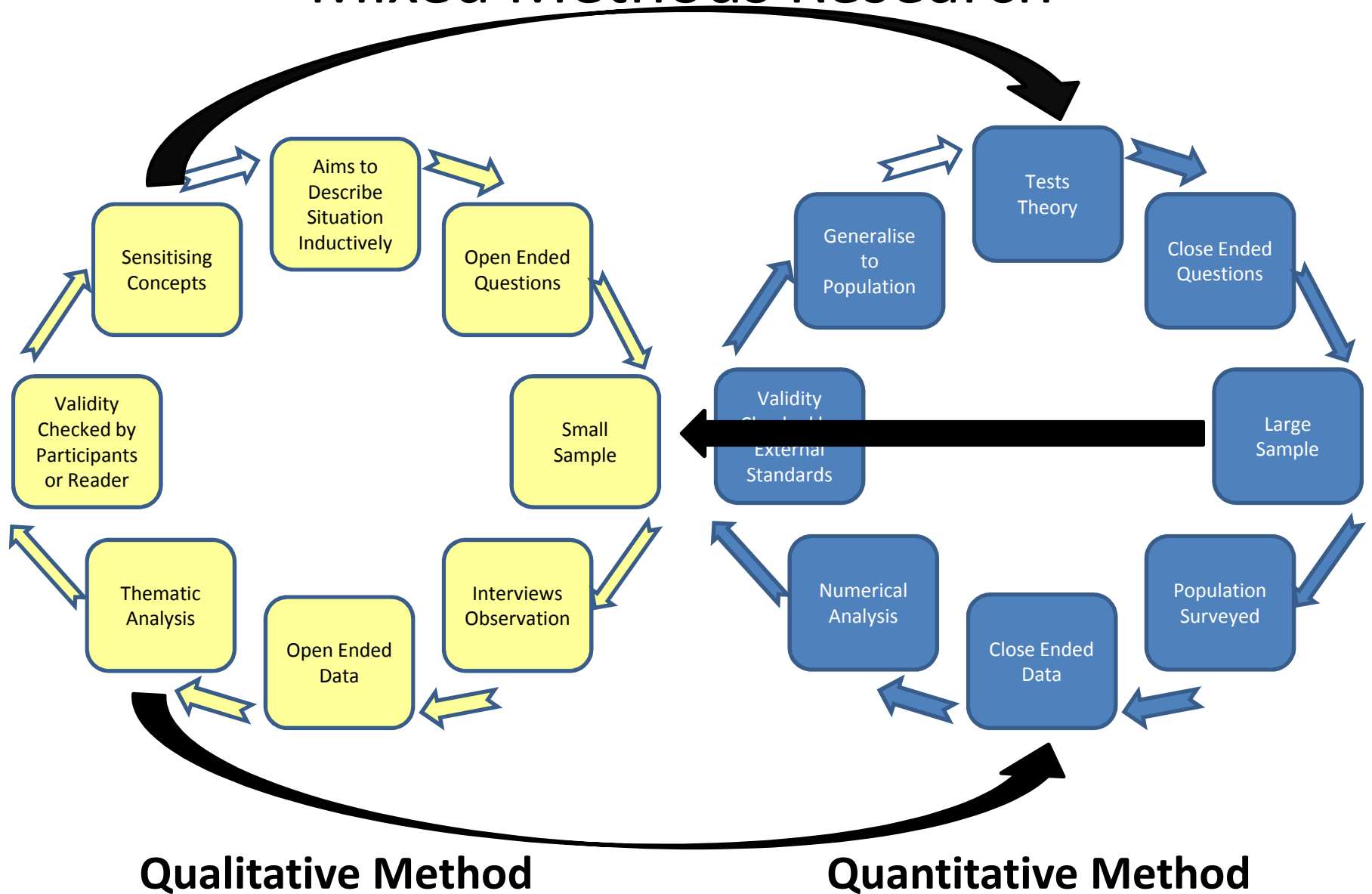


Traditional Model of Qualitative Research

Design

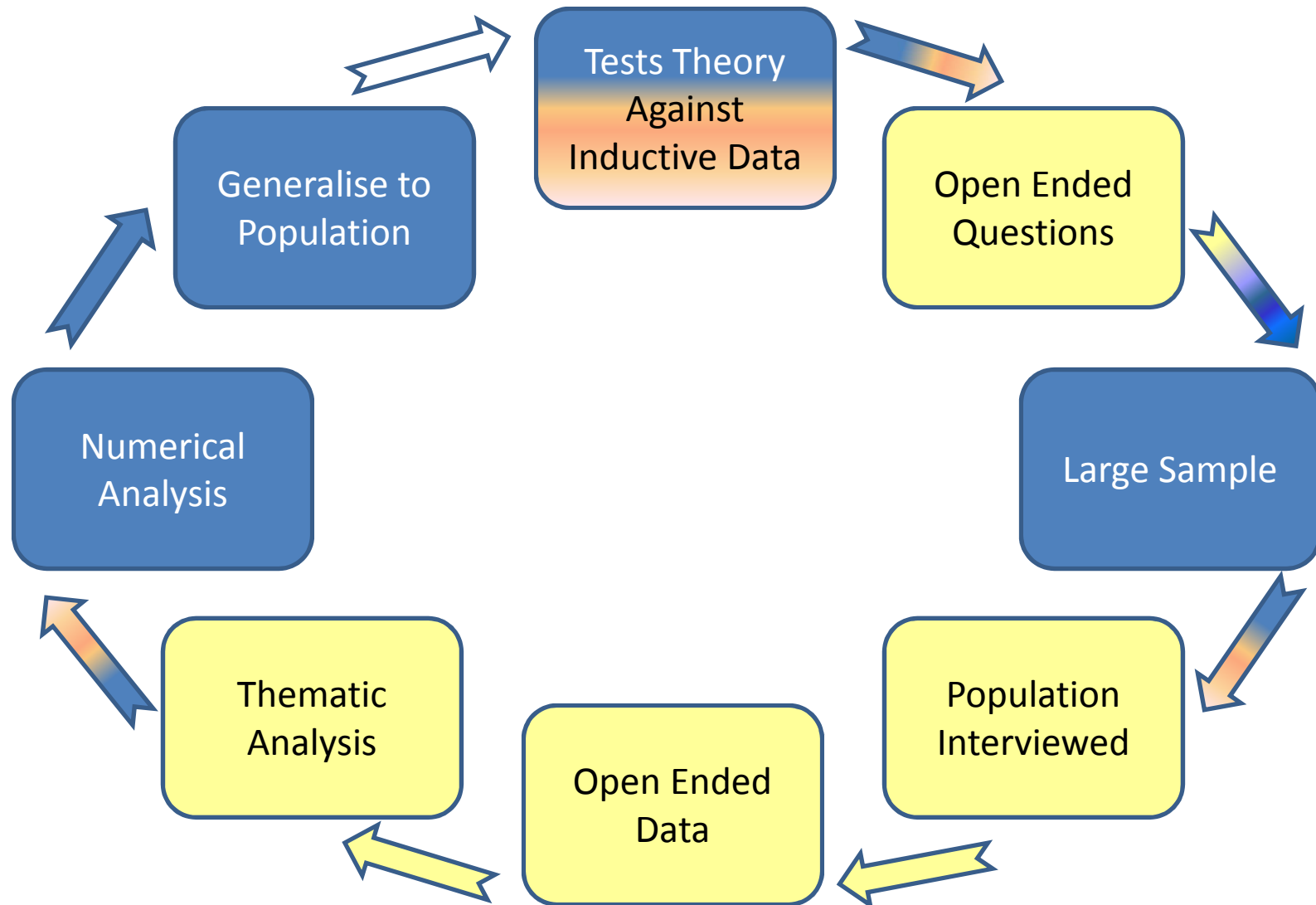


Mixed Methods Research



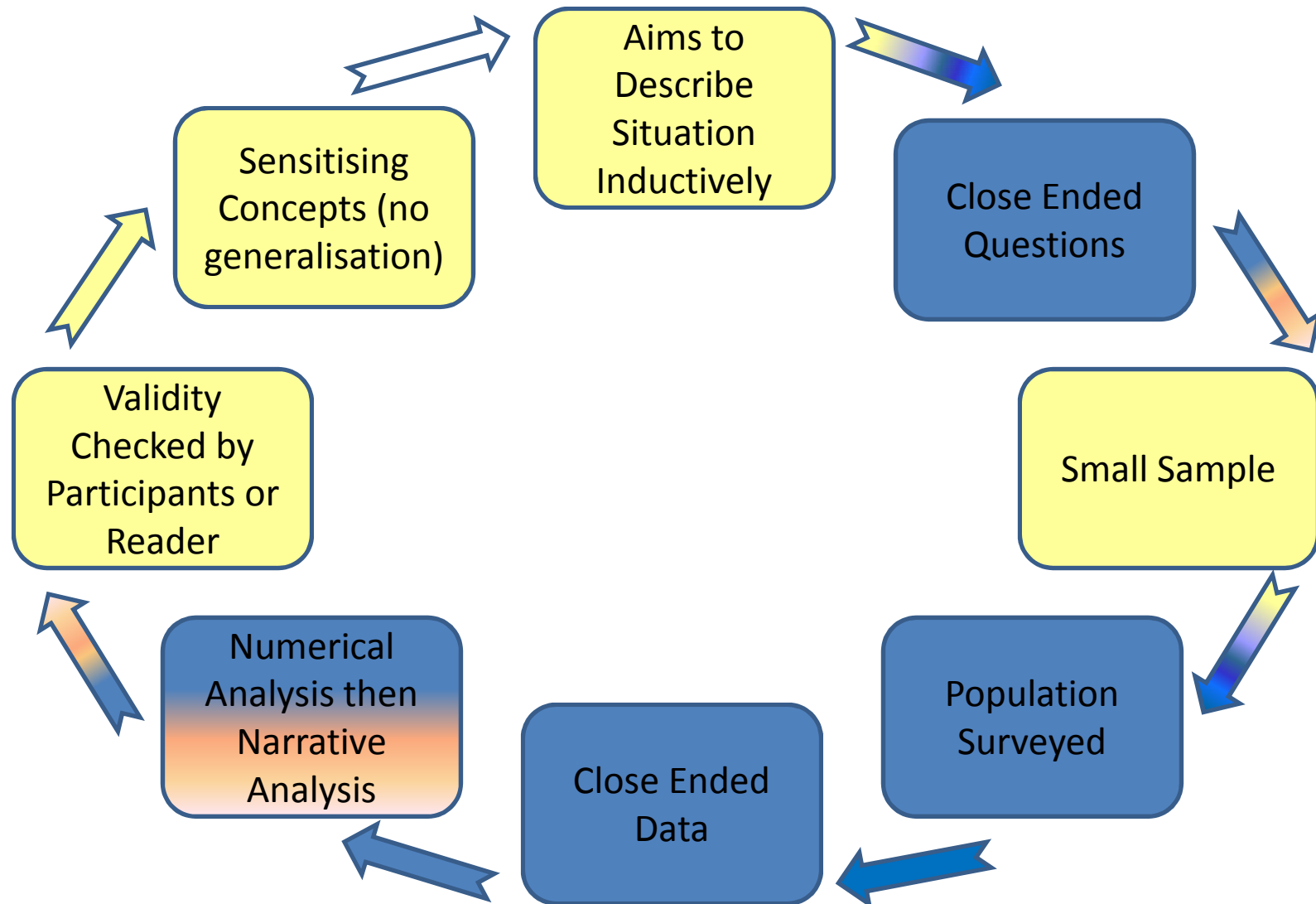
Non Paradigmatic Designs

Example 1) VITAE Study (Sammons et al. 2007)



Non Paradigmatic Designs

Example 2) Multiple Survey of a Small Sample



Review of Research Paradigms

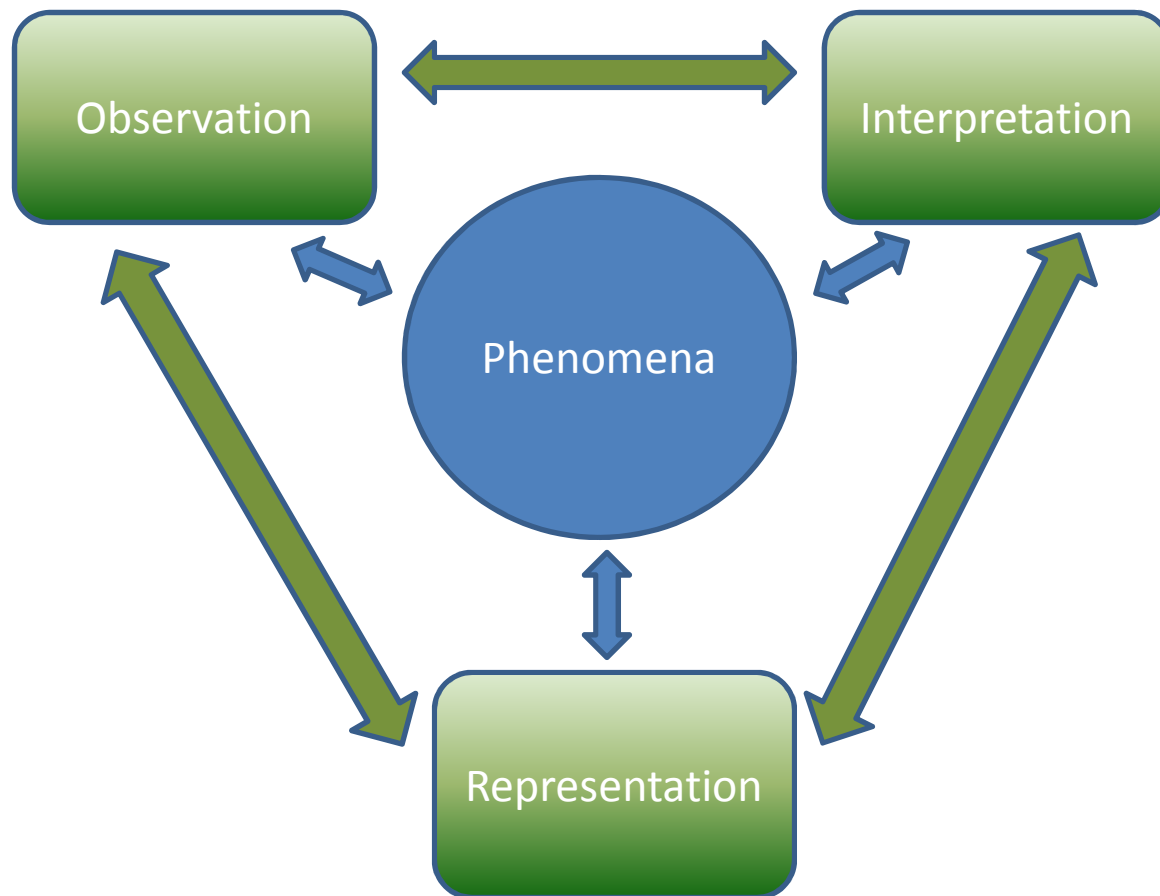
- Paradigmatic differences are traditional approaches to research
- Mixed methods is contingent on these traditional models
- We can conduct research that uses any type of design or methodology without it being qualitative, quantitative or mixed methods research

The Futility of Epistemological Stances

Post Positivism	Constructivism	Subjectivism and Interpretivism	Pragmatism	Critical Realism
Choice of Questions Measures	Choice of Questions Measures	Choice of Questions Measures	Choice of Questions Measures	Choice of Questions Measures
Who to study	Who to study	Who to study	Who to study	Who to study
Creation of Data	Creation of Data	Creation of Data	Creation of Data	Creation of Data
What and how to analyse	What and how to analyse	What and how to analyse	What and how to analyse	What and how to analyse
What to report	What to report	What to report	What to report	What to report

A New Approach to Research

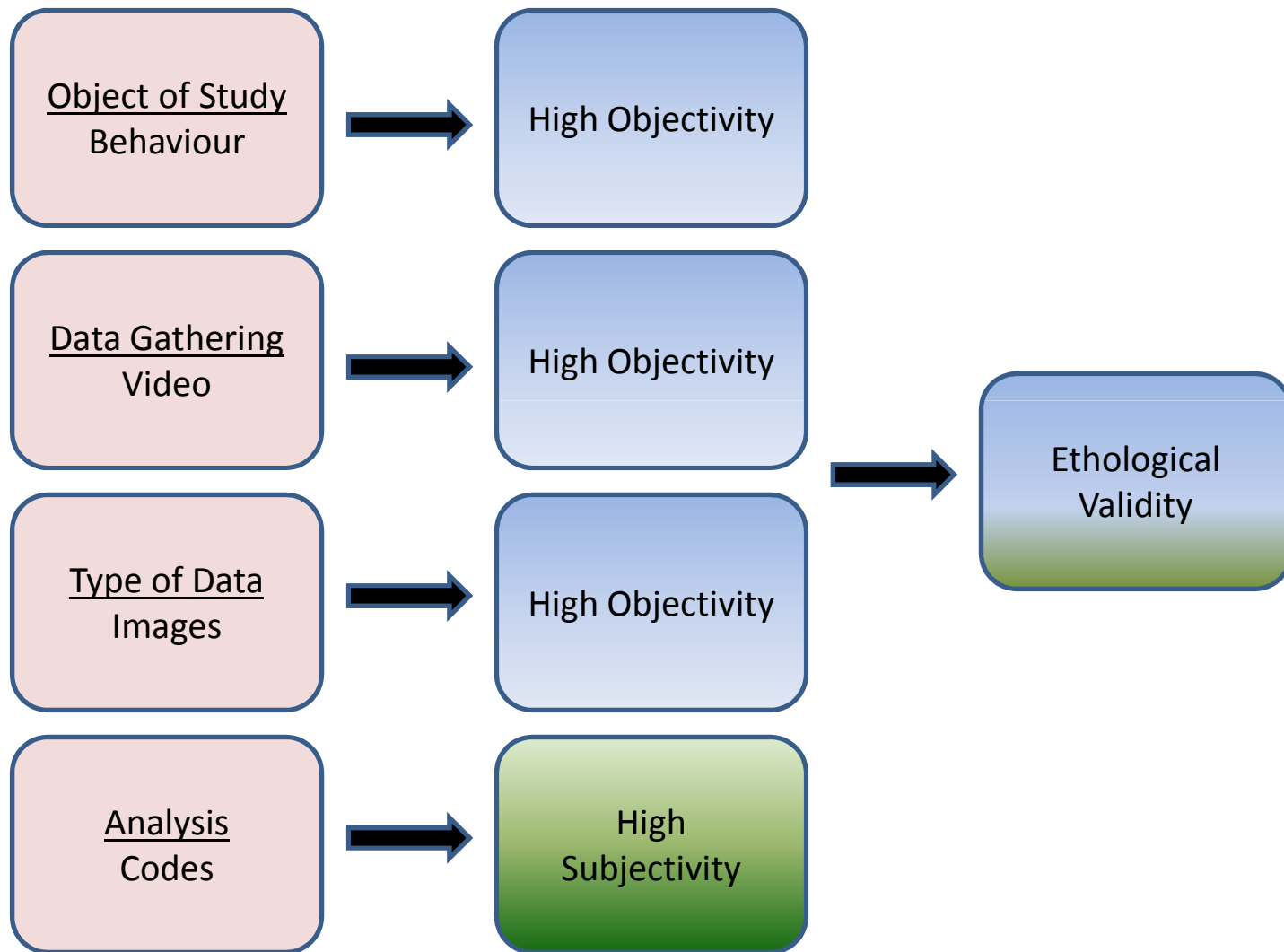
An Epistemology Based on Human Capabilities



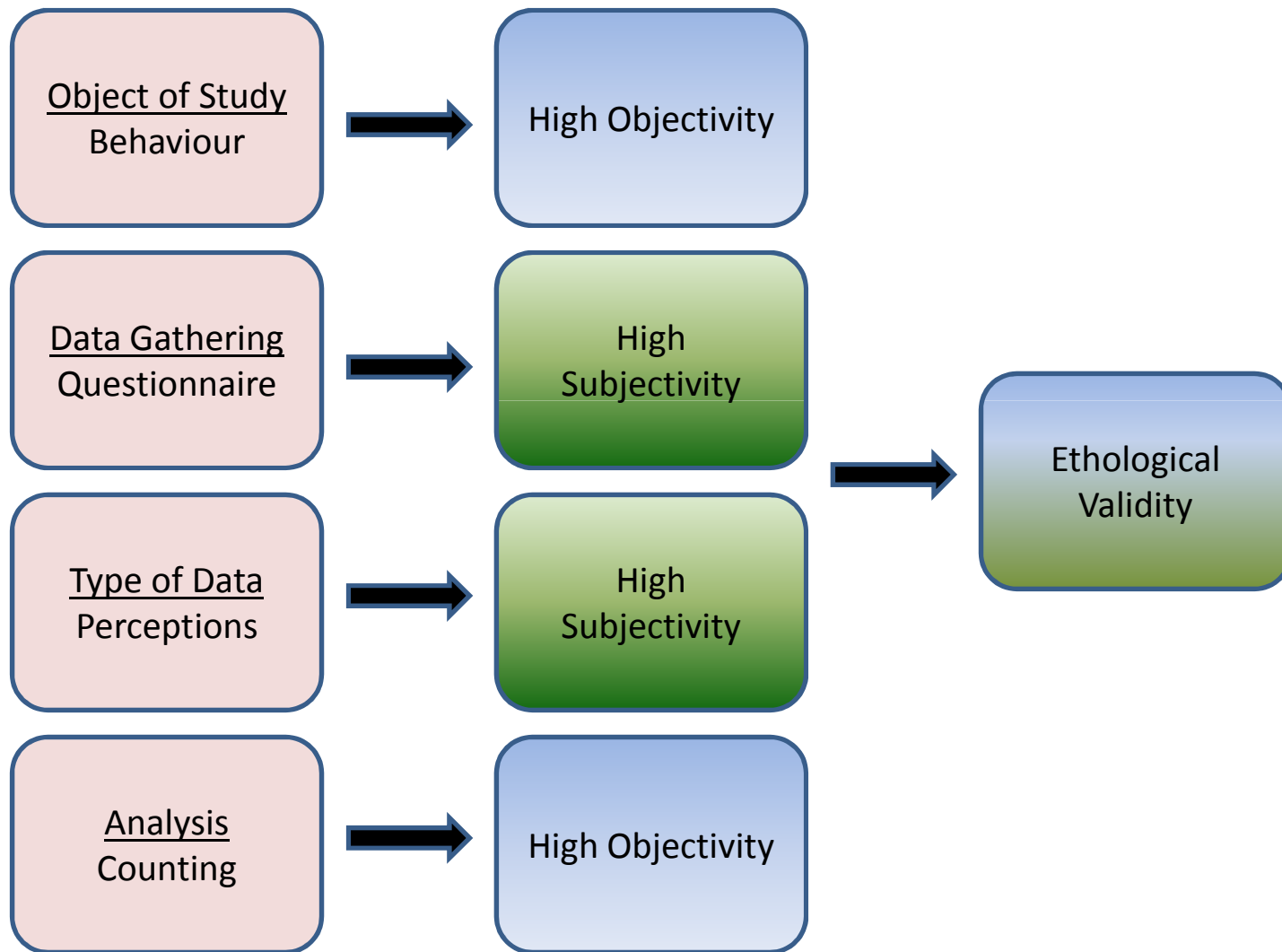
Degrees of Subjectivity/Objectivity

OBJECTIVE (does not include interpretation, representation or personal judgement)				
Participant Constructed	Phenomena Cognition Perceptions Knowledge Behaviour Relationships Objects	Recording Tool Video Photograph Essay	Recordings Words Sounds Images	Records Counting Displaying
Choice of Data	Object of Study	Data Gathering	Type of Data	Data Analysis
		Interview Questionnaire	Perceptions Knowledge Behaviour Objects Amounts/Categories	Codes Themes Narratives Description Statistics
Researcher Constructed		Representative Tool	Representations	Interpretations
SUBJECTIVE (includes interpretation, representation and personal judgement)				

Example A



Example B



Acknowledgements

- The publications of John Creswell
- Robson (1993)
- Crotty (2003)
- Professor Stephen Gorard

Forthcoming Presentation: BERA 2008
'The Death of Mixed Methods'