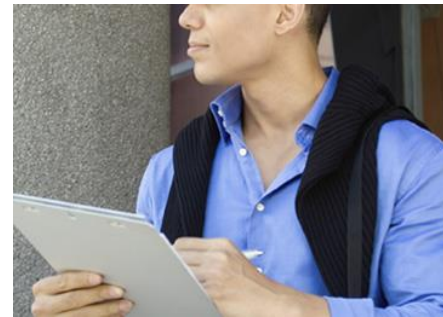
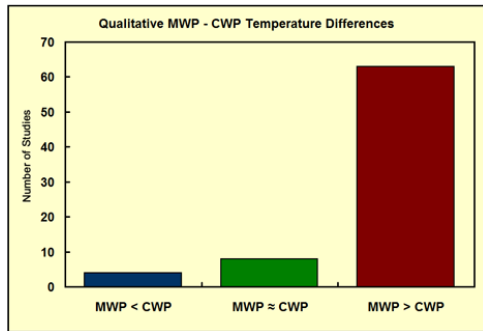


# ISSUES IN PSYCHOLOGY



**QUALITATIVE &  
QUANTITATIVE DATA**

# DEFINITIONS

- **QUANTITATIVE DATA:** this is data that is in the form of numbers. In research this can include scores recorded for each participant, time taken to complete a task, or number of people who displayed a particular behaviour.

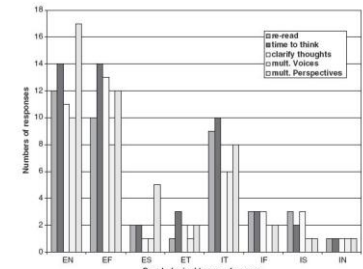


Figure 1. Benefits of Discussion Forums by Psychological Type

- **QUALITATIVE DATA:** this is descriptive data in the form of words. Examples include descriptions of participants responses to a task, quotes from participants, descriptive observations of behaviour.

```
Themes
  Individual
    Schooling-training history
    Work history
    Working conditions
    Work organisation
    Schooling-working relations
    Friends-relationships
    Family life
    Work-rest of life relations
    Future perspectives, projects
    Perception of the community sector
  Organisation
    History, development
    Mission, goals
    Structure
    Clients, members
    Financing
    Others
  Analysts
    Sylvain
    Fred
    Marie
    =
```

# QUANTITATIVE DATA

- **STRENGTHS:**

- Allows **statistical analysis** and comparisons to be made easily
- Measures are **objective** & more **'scientific'**

- **WEAKNESSES:**

- Interpretation of numbers can be **reductionist**
- **Ignores subjective factors:** *why* behaviour occurs

# QUALITATIVE DATA

- **STRENGTHS:**

- **Rich, in-depth data** produced (not reductionist)
- More **meaningful** data; can help us to understand why people behave in a certain way

- **WEAKNESSES:**

- **Subjective interpretation:** data is more open to bias & misinterpretation
- **Difficult to summarise** & make statistical comparisons
- **Social desirability effects** may be more evident in participants

# RESEARCH EXAMPLES

QUANTITATIVE DATA	QUALITATIVE DATA
<p><b>AS CORE STUDIES:</b> <i>Loftus &amp; Palmer: eyewitness estimates of speed in car crash</i></p>	<p><b>AS CORE STUDIES:</b></p>
<p><b>A2 KEY STUDIES:</b></p>	<p><b>A2 KEY STUDIES:</b></p>

# CORE STUDIES EXAMPLES

QUANTITATIVE DATA	QUALITATIVE DATA
<p data-bbox="112 334 917 429"><b>Loftus &amp; Palmer:</b> eyewitness estimates of speed in car crash</p>	