



Once you have established your research question you can move on to picking the most appropriate research design. The type of information you are seeking in your research will determine which research design you will use.

Qualitative

Qualitative research focuses on collecting in-depth data in the forms of words, observed experiences and/or symbols. The goal is not to generalize to large numbers of people, but rather to gain an in-depth understanding of the experiences or opinions of those involved. Qualitative research is helpful in collecting anecdotal and thematic data.

Deliverable: Produce a series of quotes/stories from students on how Program X has affected their learning.

Quantitative

Quantitative research focuses on collecting numerical data to answer research questions. Variables are clearly defined, and findings are expressed in the form of statistics, charts and graphs.

Deliverable: Could produce statistics comparing test scores of students who did and who did not participate in Program X.

Mixed Methods

Mixed Methods research employs both qualitative and quantitative research approaches to answer the research question. This type of research produces written and/or visual data (qualitative) and numerical data (quantitative).

Deliverable: Test scores of students who participated in Program X and quotes/stories from those students relating to the impact of that program.

What design fits for your study?

The type of research design you choose will be driven by your research questions and the specific type of data you seek.

- If you are seeking stories/quotes/or in-depth explanations, a qualitative approach would be most appropriate.
- If you are seeking statistical data, a quantitative approach would be most appropriate.
- If you seek a mixture of these two deliverables, than a mixed methods design would be most appropriate.