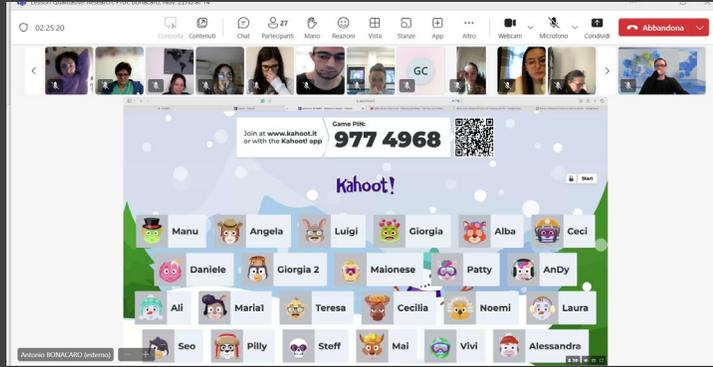


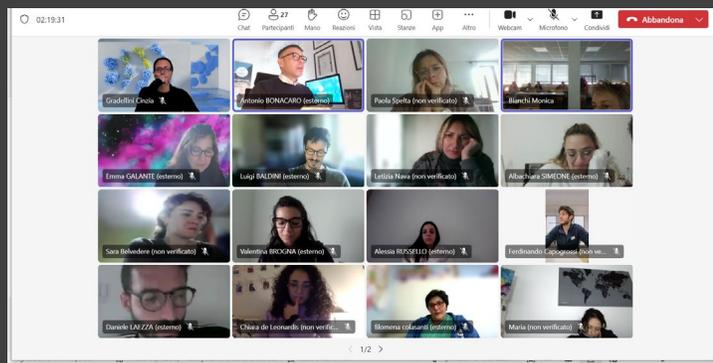
Qualitative Research Synchronous Lesson at ICARO project



Lesson Qualitative Research, Prof. Bonacaro, Nov. 22nd at 14

Differences between Qualitative and Quantitative Research

	Qualitative	Quantitative
1. Aim	<ol style="list-style-type: none"> 1. Exploration of participants' experiences and life world 2. Understanding, generating theory from data 3. Exploratory 	<ol style="list-style-type: none"> 1. Search for causal explanations 2. Testing hypothesis, prediction 3. Confirmatory
2. Approach	<ol style="list-style-type: none"> 1. Broad focus 2. Process oriented 3. Context – bound 4. Getting close to data 	<ol style="list-style-type: none"> 1. Narrow focus 2. Product oriented 3. Context free 4. In artificial or laboratory setting



Qualitative Research, Prof. Bonacaro, Nov. 22nd at 14

ICARO

Scuola universitaria professionale della Svizzera italiana

Kahoot! Qualitative research

UNIVERSITÀ DI PARMA

1 Mango 11237

2 Giorgia 2 10642

3 Anto 9890

ANTONIO BONACARO (esterno)

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Talking about Leadership at ICARO project

