

**“All Reality is socially constructed.”**

How do we construct meaning out of this socially constructed reality?

Prof. C.D. Martin

**Social Science Research**

**QUANTITATIVE PARADIGM**

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experiment-based  
hypothesis confirming  
theory proving  
legalistic, static  
positivistic  
explain, predict  
deductive

naturalistic  
hypothesis generating  
theory building  
chaotic, dynamic  
holistic  
describe, understand  
inductive

**Quantitative:** Establish theoretical framework

specific area to study - snapshot, results at a given instant in time  
hypothesis to be proved  
develop experimental method - design, samples, lab or field-based  
design data collection instruments  
surveys, tests, measurements  
gather data- know what we are trying to prove ahead of time  
analyze data - use of statistical methods

*descriptive statistics*

one variable

central tendency - mean, median, mode

variation- standard deviation

distribution - frequency charts, percentiles

two variable (independent, dependent)

bivariate distribution tables

scatter chart

regression analysis – correlation

*Inferential statistics*

causality

predictions

present findings - prove or disprove hypothesis

strengths - generalisability(external validity), replication(reliability)

weaknesses - asking wrong questions (internal validity), narrow results

**Qualitative Research:** Establish investigation framework to produce grounded theory

“All quantitative research is equivalent to the power of a three-neuron brain (Levin)”

specific area to study- process and sequence

hypothesis to emerge from data - interpretation of meaning

develop inductive method - naturalistic, field-based, case study

design data collection techniques

interviews, surveys, observations, historical documents, focus groups

gather data- may refine as we go along

analyze data

descriptive statistics for demographic data

content analysis

protocol analysis

present findings - major themes emerge, new grounded theory

strengths - broader understanding of social contexts, high internal validity, new theory

weaknesses - “subjective”, too anecdotal, not generalisable(external validity), lacks reliability