LEARNING AS ONE NATION

Expanded Project

SHS LEARNING ACTIVITY

Name: _____ **Score/Mark:** _____

Grade and Section: _____ **Date:** _____

Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)

Subject: *Practical Research 1*

Type of Activity: ☑ Concept Notes ☑ Skills: Exercise/Drill ☐ Illustration ☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: **LA12: Quantitative *vs.* Qualitative Research**

Learning Targets:
1) To distinguish between quantitative and qualitative research.
2) To use appropriate kinds of research in making decisions.

References: *(Author, Title, Pages)*
1) Punch, *et al. Introduction to Social Research: Quantitative and Qualitative Approaches*, pp. 2–3 & 206;
2) Raven, *et al. Biology*, 11th Ed., p. 4;
3) Rubin, B. E., *et al. CVIF–DLP Learning Activities*

At the heart of science is the use of observation and reason to gain an improved understanding of the world around us. Two approaches we can take towards this goal are **quantitative research** and **qualitative research**. In **quantitative research**, characteristics of reality and nature are converted into, and studied as, **numbers**. In **qualitative research**, qualities of the world around us are described and studied using **non-numerical approaches**.

Example:

We decided to determine whether people liked the movie Finding Nemo or Toy Story better by studying people who watched each. A quantitative approach would be to ask each moviegoer to rate the quality of the movie they watched on a scale of 1–10. A qualitative approach would be to interview the moviegoers on what they thought of the movie.

Exercise: Answer in no more than three (3) **complete sentences**.

We want to study how successful the CVIF–Dynamic Learning Program (DLP) is. If we want to do quantitative research, what is a source of data (information) we could use? How can we do it using a qualitative approach?

Approach	Source of Data
Quantitative	
Qualitative	