

QUANTITATIVE AND QUALITATIVE METHODS

EMPIRICAL TAKEAWAYS



**AS AN EMPIRICAL RESEARCHER,
YOU CAN CHOOSE FROM A WIDE
ARRAY OF METHODS**



THE QUANTITATIVE-QUALITATIVE DEBATE

The debate about the relative pros
and cons of quantitative and
qualitative methods is still alive
and kicking, also in the domain of
Empirical Legal Research



Much ado about nothing?

Let's have a look at the
differences and relative
advantages!



THE MAIN DIFFERENCE IS THE TYPE OF DATA USED FOR ANALYSIS



Quantitative research methods deal
with numbers and statistics

“How many?”

“How much?”

“How often?”

Qualitative research methods deal
with words and meaning

“How?”

“Why?”



MORE COMPARISONS (1)

The collection of quantitative data is structured, while the data collection with qualitative research is more flexible and iterative.

Quantitative studies are relatively fast and cheap, while collection and analysis of qualitative data are more intensive and time-consuming.



MORE COMPARISONS (2)

Quantitative methods rely on closed questions with set answer categories, while qualitative methods use open and exploratory questions.

Quantitative methods are used for theory and hypothesis testing, while qualitative methods are used for theory-building.



EXAMPLES OF QUALITATIVE METHODS

Interviews

Focus group

Ethnography

Observations

Action research

Written accounts (e.g., diaries)



EXAMPLES OF QUANTITATIVE METHODS

Experiment

Survey (with closed questions)

Database reports



WHAT TO USE?

It all starts with your research question!

How important are:

Causal connections between variables

Generalization of the findings of your study

In-depth understanding of experiences, attitudes, and behaviors

Temporal understanding of phenomena and associations between them



PRACTICAL CONSIDERATIONS

How much time do you have?

Quantitative studies tend to require less time commitment
(also from participants)

How is your access to participants?

Qualitative studies require far fewer participants

Your skills

Are you good with numbers?

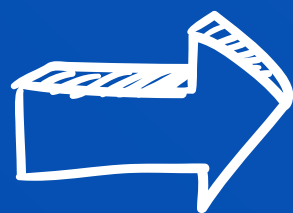
Trained at interviewing techniques?



ELS ENCOMPASSES ALL EMPIRICAL METHODS*

Quantitative and qualitative research methods
are not mutually exclusive.

In fact, there is value in *combining*
both qualitative and quantitative methods.



*As per vision of ELS Academy and European Society for Empirical Legal Studies