

Basis for Comparison

Definition

Can data be counted?

Data type



Qualitative Data

Qualitative data is information that can't be expressed as a number

NO

Words, objects, pictures, observations, and symbols

VS



Quantitative Data

Quantitative data is data that can be expressed as a number or can be quantified

YES

Number and statistics

Questions that data answer

How and why this has happened?

“how many, “how much” and “how often”

Examples

- Names as John, Maria,...
- Ethnicity such as American Indian, Asian, etc.
- Colors e.g. green, white, blue

- Scores on tests and exams e.g. 85, 67, 90 and etc.
- The weight of a person or a subject
- Your shoe size

Purposes of data analysis

Understand, explain, and interpret social interactions and patterns

Test hypothesis, develop predictions for the future, check cause and effect

Types of data analysis

Patterns, characteristics, theme identification

Statistical relationship identification

Scope of the results

Less generalizable, particular findings. Do not drive conclusions and generalizations across a population

Generalizable findings. Draw conclusions and trends about a large population based on a sample taken from it

Popular methods of data analysis

- Content analysis
- Thematic analysis
- Discourse analysis
- Grounded theory
- Conversation analysis

- Linear regression models
- Logistic regression
- Analysis of Variance (ANOVA)
- Statistical significance
- Correlation analysis
- Central tendency
- Dispersion
- Distribution

