

Evaluate the Advantages and Disadvantages of Quantitative and Qualitative Data

Introduction

Different needs choose method/s



- Practical
  - Speed
  - Cost
  - Access
- Theoretical
  - Reliability
  - Validity
- Ethical
  - Overt
  - Covert
- Representative
- Marginal Groups
- Sensitive issues

Conclusion

- Quantitative
  - Advantages
  - Disadvantages
- Qualitative
  - Advantages
  - Disadvantages
- Triangulation
  - Methods not sociologists differ
  - Many sociologists triangulate



Define

- Quantitative
  - Positivist
  - Reliable
- Qualitative
  - Interpretivist
  - Valid
- Numbers
- Statistics
- Graphs
- Words



- TV Viewing
  - Quantitative
    - What
    - Who
    - How much
  - Qualitative
    - Appreciation

On Quantitative:

- Representative sample
- Clarity
- Examples:
  - League Tables
  - Census

Quantitative Example:

Douglas, The Home and The School



- Describe
- Critical Evaluation

Interpretive Methods

- Evaluate Oakley, From Here to Maternity
- Evaluate Whyte, Street Corner Society

Small sample Oakley, The Sociology of Housework

One question Young & Willmott, The Symmetrical Family

Conflicting Quantitative

The differences

