

QUANTITATIVE VS QUALITATIVE

Project Retrospective Evaluation for instructional designers

QUANTITATIVE EVALUATION

Collects numerical data that can be used to measure variables to support the general points of your evaluation.



QUALITATIVE EVALUATION

Uses methodology to gain insights and provides details and in depth understanding.

QUANTITATIVE METHODS

Surveys are a great tool for quantitative evaluation.



QUALITATIVE METHODS

Observations, interviews, and focus groups are a great tool for qualitative evaluation.

QUANTITATIVE PROS

Can measure multiple aspects such as attendance rate and overall satisfaction. Data allows us to see the bigger picture .

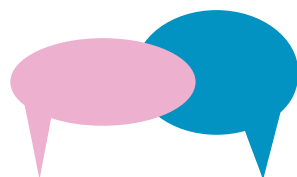


QUALITATIVE PROS

Provides information about people's motivations, thinking, and attitudes.

QUANTITATIVE CONS

Does not provide insight to participant's motivations and attitudes.



QUALITATIVE CONS

Time consuming, expensive, and requires more resources.