

Research Methods

Quantitative Methods

Realist Ontology
Etic Epistemology
Positivism

Features

1. Social facts
2. Statistical data
3. Correlation
4. Causation
5. Generalization and Replicability

Qualitative Methods

Relativist Ontology
Emic Epistemology
Anti / Non - Positivism

Features

1. Empathetic description of social reality
2. Contextualism
3. Emphasis on processual dimension
4. Flexibility

Alan Bryman

Triangulation
(plurality of methods)