On qualitative differences in learning: I—Outcome and process

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THE SCIENCES
Quantitative and qualitative research are commonly considered to differ fundamentally. Yet, their objectives as well as their applications overlap in numerous ways. Quantitative Research is considered to have as its main purpose the quantification of data. The main differences between quantitative and qualitative research consist in respect to data sample, data collection, data analysis, and last but not least in regard to outcomes. Data collection in qualitative research is not seldom based on unstructured or semi-structured, but methodologically flexible techniques, e.g., individual depth interviews or group discussions, that are suited to elicit great detail and a comprehensive view. Deep learning requires students to make sense of the data, and use this knowledge in different contexts by making links with existing knowledge, integrating ideas and creating novel solutions – this has to be better! Research shows students who are adopting deep approaches tend to have higher quality learning outcomes as they are able to remember the material. Students (and teachers!) may adopt a superficial learning approach in the belief that it is better, but this is often just a pragmatic response to limited time. On Qualitative Differences in Learning: I—Outcome and process*. British journal of educational psychology, 46(1), pp.4-11.