



Research Study Designs

Component	Qualitative		Quantitative			
Names used in the literature	Phenomenology Ethnography Grounded theory Focus group	Descriptive Correlational Survey Cross-sectional	Cohort	Case control	Quasi -experimental Pre-post test Non-equivalent groups	Experimental Randomized controlled trial (RCT)
Purpose of study	To explore To describe	To describe	To describe	To predict	To compare To test differences	To compare To test differences
Sampling	Purposive	Convenience Random selection	Convenience	Convenience	Convenience	Convenience
# of groups	1	1	1 or 2	2	1 group pre-post 2+	2+
Group assignment	N/A	N/A	Non-random	Non-random	Non-random	Random assignment
Variable manipulated	N/A	N/A	Exposure to a condition	With & without a condition	Intervention	Intervention
Time dimension	N/A	1 point in time	Prospective 2+ points in time	Retrospective 2+ points in time	Pre – post >2 points in time (longitudinal)	Pre – post >2 points in time (longitudinal)