

Qualitative and quantitative data

You are learning how to...	In the context of...
<ul style="list-style-type: none"> Assess the strengths and weaknesses of research methods in psychology Discuss the relationship between approach and method in Psychology 	<ul style="list-style-type: none"> Qualitative and quantitative research

Two descriptions of a person

Below are two descriptions of the same person, one from a qualitative and one from a quantitative approach. Read both and decide which is which. Then answer the questions that follow.

Description 1

Alecks Fischer

Trait	Score (20)
Openness	15
Conscientiousness	12
Extraversion	7
Agreeableness	14
Neuroticism	5

Description 2

Alecks Fischer is a quiet individual who prefers his own company or that of one or two others to being around lots of people. However, he is not shy and interacts very competently with others when he needs to. He likes to acquire new experiences and has a great appreciation for art and music. He has a vivid imagination and as a hobby writes science fiction short stories. He is generally careful in his approach to things and likes to follow a schedule although he can be untidy. He is generally optimistic about people and makes an effort to get on with others. He is known amongst his friends for his sympathetic outlook on other people's problems. He is generally calm and does not anger or get irritated quickly, even when provoked. On the other hand he is slow to show positive emotions too and those who don't know him well sometimes get the impression that he is a bit cold.

Questions

Which description conveys more information about Alecks?

What can you do with description 1 that would be more difficult to do with description 2?

What can you do with description 2 that would be more difficult with description 1?

Which description would be preferred by a psychologist who took a scientific approach and why?

Which description do you think is better?