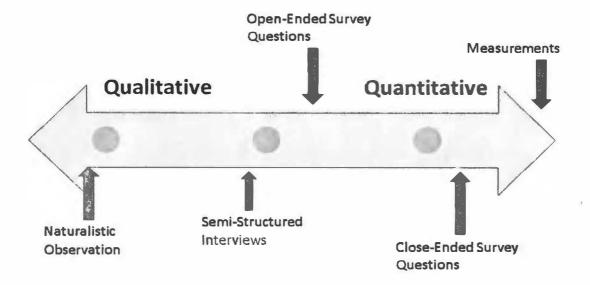
# Qualitative vs. Quantitative Methods

	Qualitative Methods	Quantitative Methods	
Objectives/ Purpose	Understand process, underlying reasons and motivations	Describe incidence and prevalence, generalize for a population, predict future results	
Sources of Data	"flexible" methods Interviews, focus groups, observations, documents  "fixed" methods Surveys, counts, student re		
Focus	Depth On meanings and details of experiences	Breadth On generalizable experiences that represent a population	
What you Report	Themes, quotes	Numbers, charts, graphs, trends (longitudinal data)	
Characteristics	Open-ended questions	Close-ended questions, Measurement of specific variables	
Drawbacks	Fewer participants (resource intensive per participant)	Large number of respondents (with fewer resources, sometimes)	



Bloom's Revised	Creating nev	e student can put elements together to form a functional whole, create a w product or point of view: assemble, generate, construct, design, develop, mulate, rearrange, rewrite, organize, devise.	
Taxonomy	Evaluating	<ul> <li>The student can make judgments and justify decisions: appraise, argue defend, judge, select, support, evaluate, debate, measure, select, test verify</li> </ul>	
	Analyzing	<ul> <li>The student can distinguish between parts, how they relate to each other, and to the overall structure and purpose: compare, contract, criticize, differentiate, discriminate, question, classify, distinguish, experiment</li> </ul>	
	Applying	<ul> <li>The student can use information in a new way: demonstrate, dramatize, interpret, solve, use, illustrate, convert, discover, discuss, prepare</li> </ul>	
	Understanding	The Student can construct meaning from oral, written and graphic mes as s: interpret, exemplify, classify, summarize, infer, compare, explain, paraphrase, discuss	
A	Remembering	The student can recognize and recall relevant knowledge from long term memory: define, duplicate, list, memorize, repeat, reproduce	

### IDENTIFYING AND WRITING EFFECTIVE OUTCOMES

#### Begin with the End in Mind

What are the goals of your project?

Consider departmental mission/goals, stakeholders, participants What do you want individuals to learn?

#### Write your outcome in three parts:

When do we expect results?
Who do we expect to be affected?
What do we expect to happen?

#### Anatomy of a learning outcome:

As a result of <accessing a service or resource> , <constituent group> will be able to <Bloom's Taxonomy verb> <content/material/topics>.

#### For learning outcomes, remember the three dimensions:

What will students **KNOW** after participating? What will students be able to **DO** after participating? How will students **FEEL** after participating?

## Example B (Partially Completed):

PROGRAM: Financial Stra	ategies for Undergraduates (Workshop)		
DESCRIPTION AND GOAL	s:		
UCLA resources, scholars The goal of this workshop	tend a one-hour workshop to learn new financial a hips, employment opportunities, and how other st o is to empower international students to practice so our broader departmental outcome 5 (Attend to	udents ha	ve managed financial concerns. Incial aid strategies while at UCLA.
	errals, and partnerships with other campus un		dent needs through belos
As a result of participation	ng in a Financial Strategies for Undergraduates (W	(orkshop)	participants will be able to
Bloom's Taxonomy Verb (or level of comprehension):	Content/material/Topics:	Assess?	FINAL PROGRAM LEARNING/ DEFVELOPMENT OUTCOMES:
[Creating]: <b>Develop</b>	A comprehensive strategy for managing financial aid issues while at UCLA.		
[Evaluating]:			
[Analyzing]:			
Applying]:			
Understanding):			
Remembering]: List	money saving tips, UCLA resources, scholarships, employment opportunities, and how other students have managed financial concerns.		-

YOUR Program, Service, or Learning OUTCOME of Interest:				
Associated CONCEPTs (if applicable):				
Concrete INDICATORS	DRAFT SURVEY QUESTIONS			

YOUR Program, Service, or Learning OUTCOME of Interest:  Associated CONCEPTs (if applicable):						
					Concrete INDICATORS	DRAFT SURVEY QUESTIONS
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