

**QUALITATIVE RESEARCH** Qualitative researchers seek to understand a phenomenon by focusing on the total picture rather than breaking it down into variables. The quantitative researcher typically makes statements about the probability that such a finding is due to chance and reaches a conclusion about the hypothesis. If test scores and final grades were higher than could be accounted for by chance in the section receiving online feedback, the researcher could tentatively conclude that there is evidence the online feedback (treatment or independent variable) contributed to greater learning than the in-class feedback. Content analysis is sometimes quantitative, such as when one investigates middle school science textbooks to determine the extent of coverage given to the achievements of minority scientists. Qualitative researchers also have a toolbox of data-gathering techniques, including in-depth interviewing, participant observation, and document analysis. Designing the research. 1.2.3.4.5.