

QUANTITATIVE APPROACHES AND TYPES OF QUANTITATIVE DATA COLLECTION

Quantitative Approaches

Experimental and control group design	Statistics
Pre-test and post-test design	Market research
Laboratory experiments	Formal methods (e.g., econometrics)
Numerical methods (e.g., mathematical modeling)	

Types of Quantitative Data Collection

Interviews	Demographics
Observations	Student achievement scores
Document analysis	Polls (e.g., using clickers)
Meeting minutes	Social media (e.g., twitter, blog)
Closed-ended survey/questionnaire	