

Qualitative research usually contains descriptive judgment words based on observable experiments, behavior, or studies.

Words to add to keyword searches that **may** help identify the study as **qualitative**:

- phenomenology (or phenomenological)
- “lived experience”
- “grounded theory”
- “life experience”
- experience
- “focus group”
- interview
- “case study”
- ethnography (or ethnographic)
- narrative
- observation/observing/observe
- ethic/ethical
- credible/credibility/trustworthy/trustworthiness
- “content analysis”
- participant
- discourse analysis

Quantitative research usually consists of gathering and statistically analyzing information measured by instruments, not people, and is quantifiable numerically.

Words to add to keyword searches that **may** help identify the study as **quantitative**:

- correlation
- empirical research
- experiment
- hypothesis
- reliability
- sample
- validity
- variable/variance/variation
- Chi-Square test
- analysis of variance
- confidence intervals
- statistic/statistically
- distribution
- validation
- mathematical
- ANOVA/ANCOVA
- trial/clinical trial
- randomized
- controlled
- survey