WAKE TECH
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Differences between Qualitative and Quantitative Data for Student Ambassadors

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Learning Objectives

- What is quantitative and qualitative data?
- Why do we need both quantitative and qualitative data?
- How does ESS use both quantitative and qualitative data to improve?

What is quantitative data?

Numbers, Count, Participation, Measurable

Enrollment Numbers

Number of Workshop Participants

Student GPA

Fall to Spring Persistence Rate

Placement Test Score

Pre and Post Test Scores

Surveys Checklist Error Rate

Graduation data

Demographics

Number of Pell Grant recipients

What is qualitative data?

Words, Observations, Text or Narrative data

Notes from
Interviews
Documents
Reports
Articles

Open-ended questions

Written comments

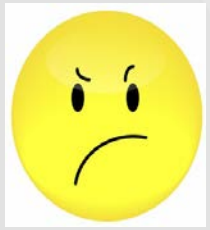
Transcripts from Focus Groups

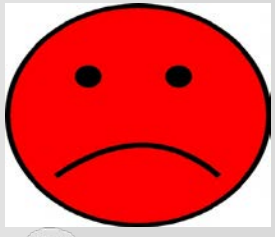
Discussion groups

Reflections
Testimonials
Logs
Journals
Diaries

Perceptions
Observations
Stories
Case studies

Quantitative or qualitative data?





Why do we need both quantitative and qualitative data?

- Quantitative data answers ‘What’, it defines
- Qualitative data answers ‘ Why’, it describes

Both data types provide that level of detail needed to make meaningful improvements. It tells us what is happening and why.

How does ESS use both quantitative and qualitative data to improve?

- Quantitative Data: (What?)

  Fall 2011 SENSE Survey, only **31%** of entering students said that they were provided adequate financial aid information

- Qualitative Data (Why?)

  Focus groups were conducted – Summer 2012

- Improvement Action Taken: FA 101 Workshops

- Results: Fall 2012 SENSE Survey – 45%

  Fall 2013 SENSE Survey – 48%

Do you understand the differences between quantitative and qualitative data?