

# Research Methods

## Quantitative Methods

Realist Ontology  
Etic Epistemology  
Positivism

### Features

1. Social facts
2. Statistical data
3. Correlation
4. Causation
5. Generalization and Replicability

## Qualitative Methods

Relativist Ontology  
Emic Epistemology  
Anti / Non-Positivism

### Features

1. Empathetic description of social reality
2. Contextualism
3. Emphasis on processual dimension
4. Flexibility

Alan Bryman

Triangulation  
(plurality of methods)