

## Qualitative Inquiry—Past, Present, and Future: A Critical Reader

### Recent Examples on the Web

This study also aims at demonstrating with both quantitative and qualitative analyses that certain fantasies often considered to be unusual are common. — Seriously Science, Discover Magazine, 1 Dec. 2016

Traditionally, market research encompassed four major disciplines: primary, secondary, quantitative and qualitative. — Yec, Forbes, 19 Dec. 2022

But by any qualitative measure, the export bans on computer chips are much tougher than anything imposed by Trump, said Gregory Allen, a senior fellow in the strategic technologies program at the Center for Strategic and International Studies. — Josh Boak, ajc, 12 Nov. 2022

Incorporate qualitative data by inviting working parents to give feedback about their experiences. — Jeni Mayorskaya, Quartz, 7 Oct. 2022

Consumer panelists also provide qualitative feedback on items tested in the Good Housekeeping Institute. — Zee Krstic, Good Housekeeping, 21 Nov. 2022

Our research included both qualitative individual interviews and a 40-question quantitative online survey. — Jeanne Meister, Forbes, 5 Oct. 2022

The mobile survey, by contrast, gathers qualitative responses. — Doug Smithsenior Writer, Los Angeles Times, 29 Oct. 2022

The qualitative difference is apparent even after shutting the door and driving a few hundred feet. — Dan Edmunds, Car and Driver, 18 Oct. 2022

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## Reference

[The Great Cholesterol Myth, Revised and Expanded: Why Lowering Your Cholesterol Won't Prevent Heart Disease--and the Statin-Free Plan that Will](#)

[Story, Not Study: 30 Brief Lessons to Inspire Health Researchers as Writers \(Innovation and Change in Professional Education, 19\)](#)