



A Tale of Two Cultures: Qualitative and Quantitative Research in the Social Sciences

Gary Goertz, James Mahoney

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Some in the social sciences argue that the same logic applies to both qualitative and quantitative methods. In *A Tale of Two Cultures*, Gary Goertz and James Mahoney demonstrate that these two paradigms constitute different cultures, each internally coherent yet marked by contrasting norms, practices, and toolkits. They identify and discuss major differences between these two traditions that touch nearly every aspect of social science research, including design, goals, causal effects and models, concepts and measurement, data analysis, and case selection. Although focused on the differences between qualitative and quantitative research, Goertz and Mahoney also seek to promote toleration, exchange, and learning by enabling scholars to think beyond their own culture and see an alternative scientific worldview. This book is written in an easily accessible style and features a host of real-world examples to illustrate methodological points.

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