

Museum Visitor Studies in the 90s

Experimental methods	Example of method	Naturalistic methods	Example of method
quantitative	survey	qualitative	focus group
atomistic	single variables	holistic	case study
objective	random sampling	subjective	interview
laboratory model	pre- post testing	real world	observation
experimental	intervention	naturalistic	discovery
hard	trials and prototypes	soft	psychodynamic
confirmatory	treatment	exploratory	hermeneutic
explanation	hypothetico-deductive	understanding	content analysis
decontextualised	control group experiments	contextual	participant observation
deterministic	quasi-experimental	responsive	field study
analytic	theoretically controlled	synthetic	grounded theory

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