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Sommario/riassunto	Cindy Johanek offers a new perspective on the ideological conflict between qualitative and quantitative research approaches, and the theories of knowledge that inform them. With a paradigm that is sensitive to the context of one's research questions, she argues, scholars can develop less dichotomous forms that invoke the strengths of both research traditions. Context-oriented approaches can lift the

narrative from beneath the numbers in an experimental study, for example, or bring the useful clarity of numbers to an ethnographic study. A pragmatic scholar, Johanek moves easily
