

30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
M	T	W	T	F	S	S

2015

TUESDAY

OCTOBER

13 4

286-079

Section-2

Ques - Quantitative research - is explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)

Qualitative research - Looks to answer questions about why and how people behave in the way that they do. It provides in depth information about human behaviour.



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OCTOBER

WEDNESDAY

2015

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
S	M	T	W	T	F	S

287-078

## Quantitative Research

The data produced are always numerical and they are analysed using mathematical and statistical methods. If there are no numbers involved then it's not quantitative research.

## Qualitative Research

Qualitative research is only which does not involve numbers or numerical data. It often involves words or languages but may also use pictures or photography and observations.