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I realize that most people get confused, even those who have been working in the sector for thousands of years, about difference between qualitative and quantitative research. Much less the brand, my client's client, who is quite unfamiliar. The red line that divides these branches is very thin in some ways but often like the Chinese wall for others. Qualitative research identifies abstract concepts while quantitative research collects numerical data.

But the substantial difference is in the type of action applied and in the size of the sample (respondents).

IFF International

Blog

Difference between qualitative and quantitative research

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Qualitative and quantitative research

Qualitative research

Qualitative research is a type of empathic, empirical, exploratory, direct, physical research. It helps you understand reasons, motivations, opinions, trends that hide behind the more quantitative data of quantitative research. The most commonly used method for RQL is the F2F (Face to Face), the so-called focus group where a small sample of respondents gets interviewed for a long time, even hours, in front of a mirror, behind which the brand and research institute observe and listen. The F2F gets video-recorded and then transcribed as a storytelling, for images and tales.