

## Diff b/w Qualitative and Quantitative research

- Quantitative Research deals with numbers and statistics, while qualitative research deals with words and meaning.
- Quantitative method allow you to test a hypothesis by systematically collecting and analyzing data while qualitative methods allow you to explore ideas and experiences in depth.
- Quantitative research gather data in numerical form which can be put into categories or measured in units of measurement. This type of data can be used to construct graphs and tables qualitative research gathers information that is not in numerical form.

Quantitative Research  
• A type of educational research in which the researcher decides what to study.

Qualitative Research  
A type of educational research in which the researcher relies on the views of the participants.

- Quantitative research looks at patterns in numeric data
- Quantitative research gathers data in numerical form which can be put into categories or measured in units of measurement.
- This type of data can be used to construct graphs and tables.

Ex ⇒

- Application forms
- Closed ended questionnaires
- IQ Tests
- Measurements

- Qualitative research gathers information that is not in numerical form
- Qualitative data is typically descriptive data
- When you think of qualitative data, think of the word 'quality' because in qualitative analysis we are taking a deep quality look at a phenomenon.

Ex ⇒

- Diary accounts
- Document review
- Open ended questionnaires
- Unstructured interviews
- Unstructured observations.