

Section - 2

Q1. Qualitative Research:-

- 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.

* Quantitative Research:-

- 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.