

## Section - 2

Q.1  
Ans

Qualitative Research basically looks over the quality of the method over the subject that is to be researched. Qualitative research allows one to explore ~~over~~ topics in more depth and detail than quantitative research. Also, qualitative research is often less expensive than quantitative research, because you don't need to recruit as many participants or use extensive methods. But also there is a disadvantage in this one that is cannot quantify how many of your audience answer one way to another.

Where as quantitative research involves the fast speed that data can be collected. This data can also be analyzed fairly quickly. Using

statistically valid random samples, a survey can quickly be generalized to entire population. Another advantage involves the planning process for programs and messages. With reliable, repeatable information that quantitative surveys can provide, a trusted set of statistics can give confidence when making future plans. ~~Q~~ Qualitative research can be anonymous, which is ~~also~~ useful when dealing with sensitive topics. But it is also said that quantitative research has the limited ability to probe answers.