

## Section-2

Ques. Differential between qualitative & quantitative research.

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

→ Quantitative research is "explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular, statistics)".

→ Qualitative research is any which does not involve numbers or numerical data. It often involves words or

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language, but may also use pictures or photographs & observations.

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 is not quantitative research.