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the main difference between quantitative and qualitative research is the type of data they collect and analyze quantitative research collects numerical data and analyzes it using statistical methods the aim is to produce objective empirical data that can be measured and expressed in numerical terms what s the difference between quantitative and qualitative methods quantitative research deals with numbers and statistics while qualitative research deals with words and meanings quantitative methods allow you to systematically measure variables and test hypotheses qualitative and quantitative methods both play an important role in psychology where quantitative methods can help answer questions about what is happening in a group and to what degree qualitative methods can dig deeper into the reasons behind why it is happening in this article we review two broad categories of study methods quantitative and qualitative and discuss some of their subtypes or designs and the type of data that they generate it is crucial to have knowledge of both quantitative and qualitative research 2 as both types of research involve writing research questions and hypotheses 7 however these crucial elements of research are sometimes overlooked if not overlooked then framed without the forethought and meticulous attention it needs qualitative and quantitative research are effective but very different approaches to study a subject learn the difference between them what they are used for and how to analyze qualitative and quantitative research in this guide qualitative research focuses on thoughts concepts or experiences the data collected often comes in narrative form and

concentrates on unearthing insights that can lead to testable hypotheses educators use qualitative research in a study s exploratory stages to uncover patterns or new angles this guide provides an overview of research methods how to choose and use them and supports and resources at uc berkeley as patten and newhart note in the book understanding research methods research methods are the building blocks of the scientific enterprise common quantitative methods include experiments observations recorded as numbers and surveys with closed ended questions qualitative research is expressed in words it is used to understand concepts thoughts or experiences this type of research enables you to gather in depth insights on topics that are not well understood qualitative research is used to understand how people experience the world while there are many approaches to qualitative research they tend to be flexible and focus on retaining rich meaning when interpreting data common approaches include grounded theory ethnography action research phenomenological research and narrative research they quantitative research approaches a quantitative approach to research is probably the most familiar approach for the typical research student studying at the introductory level qualitative research and quantitative research are two complementary approaches for understanding the world around us qualitative research collects non numerical data and the results are typically presented as written descriptions photographs videos and or sound recordings what is the difference between qualitative vs quantitative research because qualitative and quantitative studies collect different types of data their data collection methods differ considerably quantitative studies rely on numerical or measurable data two approaches to this systematic information gathering are qualitative and quantitative research each of these has its place in data collection but each one approaches from a different direction here s what you need to know about qualitative and quantitative research qualitative and quantitative data are broad categories covering many research approaches and

methods while both share the primary aim of knowledge acquisition quantitative research is numeric and objective seeking to answer questions like when or where qualitative research can be defined as the study of the nature of phenomena and is especially appropriate for answering questions of why something is not observed assessing complex multi component interventions and focussing on intervention improvement qualitative data is gathered through interviews or observations and analyzed by categorizing information to understand themes and insights effective data analysis combines quantitative data for measurable insights with qualitative data for contextual depth what is quantitative data quantitative research includes methodologies such as questionnaires structured observations or experiments and stands in contrast to qualitative research qualitative research involves the collection and analysis of narratives and or open ended observations through methodologies such as interviews focus groups or ethnographies quantitative research is the opposite of qualitative research which involves collecting and analyzing non numerical data e g text video or audio quantitative research is widely used in the natural and social sciences biology chemistry psychology economics sociology marketing etc quantitative research question examples qualitative research techniques provide a lens for learning about nonquantifiable phenomena such as people s experiences languages histories and cultures in this article we describe the strengths and role of qualitative research methods and how these can be employed in clinical research

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