

## Difference between Qualitative and Quantitative Research:

Quantitative research is useful in order to gain the understanding of the underlying opinions, motivation and reasons. It gives insight into the problems. Also quantitative research help to develop the ideas & hypothesis. whereas qualitative research is also useful in covering the trends, ideas and opinion and gives deeper insights into the problem.

Qualitative research ~~definition~~ research is used to gain an understanding of human behaviour, intentions, attitudes, experience etc based on the observations and the interpretation of the people. It is an unstructured and exploratory technique that deals with the highly complex phenomenon which are not possible.

Quantitative research method relies on the methods of natural sciences, that develops hard facts and numerical data. It establishes the cause and effect relationship between two variables using different statistical, computational and statistical methods. As the results are accurately and precisely measured this research method is also termed as "Empirical research".

### Priorities

Quantitative research is a more methodical approach to solving problems by generating and using data, the method is much

JANUARY

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Methodological in solving. This form of research is used in quantifying data and variables into concrete data. The surveys used in the quantitative research includes only online surveys, paper surveys and other forms of survey used to complete the research.

## Qualitative research

- ① A method for developing a better understanding of human and social science, in understanding human behavior and personalities better
- ② It employs a subjective approach
- ③ Qualitative research is holistic in nature
- ④ The reasoning used to synthesize data in this research is inductive
- ⑤ This method involves process-oriented inquiry

## Quantitative research

- ① It is the method used to generate numerical data by using a lot of techniques such as logical, statistical and mathematical techniques
- ② It employs an objective approach
- Quantitative research is particularistic in nature
- The reasoning used to synthesize data in this is deductive
- This method does not involve a process-oriented inquiry
- It recommends a final course of action

Priorities

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MON	5	12	19	26
TUE	6	13	20	27
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THU	1	8	15	22
FRI	2	9	16	23
SAT	3	10	17	24
SUN	4	11	18	25

It develops the initial understanding of data

⑦ The data taken in the qualitative research method is pretty verbal

⑧ The objective of this research method is to engage and discover various ideas

⑨ It is one of the exploratory research type methods

Ref:

<https://www.byjus.com/maths/difference-between-quantitative-qualitative-research/>  
Google.com.

The data taken in this method is pretty measurable

The main objective of quantitative research is to examine the cause effect between variables.

It is a conclusive research type method

Priorities

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