

QUALITATIVE RESEARCH VS QUANTITATIVE RESEARCH

	Qualitative Research	Quantitative Research
Objective / Purpose	<p>To gain an understanding of underlying reasons and motivations</p> <p>To uncover prevalent trends in thought and opinion</p>	<p>To quantify data and generalize results from a sample to the population of interest</p> <p>Sometimes followed by qualitative research which is used to explore some findings further</p>
Sample	Usually a small number of non-representative cases	Usually a large number of cases representing the population of interest
Data analysis	Non - statistical	Statistical data is usually in the form of tabulations (tabs). Findings are conclusive and usually descriptive in nature
Example	Focus Groups, individual depth interviews , group discussions	Survey, Simulations,