

# Qualitative or Quantitative?

## Qualitative

- Concerned with how people think and feel about the topics of concern to the research
- Gather broader, more in-depth information from fewer respondents (micro-analysis)
- Open questions for greater depth and personal detail

## Quantitative

- Use a structured survey instrument that asks all respondents the same questions in the same order to allow for statistical analysis
- Gather a narrow amount of information from a large number of respondents (macro-analysis)
- Closed questions for quantification, can be coded and processed quickly