What is the difference between <u>quant</u>itative and <u>qual</u>itative research?

Definitions

Quantitative data is designed to collect cold, hard facts – such as numbers and statistical data. It provides support when you need to draw general conclusions from your research.	**Qualitative data** collects information to describe a topic, instead of measuring it with numbers. Think of impressions, opinions and views. For example, a qualitative survey seeks to delve deep into a topic to gain information about people's motivations, thinking and attitudes. This brings depth of understanding to your research questions, but it is also harder to analyze.

Simple Explanation

Quantitative	*Mixed Methods*	**Qualitative**
• Quantities • Math • Numbers • Percent • Statistics	*Uses Both Methods*	• Impressions • Opinions • Views • Motivations • Attitudes
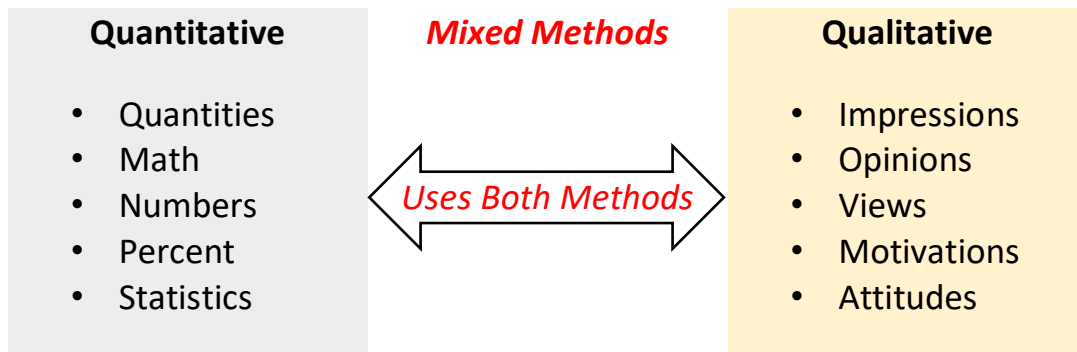
Funny Explanation

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Advanced Explanation

Quantitative	Qualitative
Numbers based (math). *Example*: *Statistical tests are used for mathematical analysis.*	Text based (words) *Example: A psychologist describes how her patient is feeling.*
Statistics & math are used.	Statistics & math are not used.
Things are measured or counted. *Quantitative Example: measuring how domestic violence arrests are statistically increasing.*	Things are described with words. *Qualitative Example: describing how angry you feel.*
Surveys can be quantitative, based on the types of questions that are asked. *Example: What is your annual income?*	Surveys can be qualitative, based on the types of questions that are asked. *Example: How do you feel about your income?*
Quantitative Examples: • [Measuring](#) observations • Statistical analysis • Reviewing documents for numeric patterns	Qualitative Examples: • [Focus groups](#) • In-depth interviews • Reviewing documents to look for [themes](#) or [genres](#)

Now you know!