NAME: ADIGHIJE VENILLA EZINNE

MATRIC NUMBER: 15/MHS02/007

COURSE CODE: NTD 311

**Research** is a careful and detailed study into a specific problem, concern, or issue using the scientific method. It is the most widely used tool to increase and brush-up the stock of knowledge about something and someone. In the field of marketing, business, sociology, psychology, science & technology, economics, etc. there are two standard ways of conducting research, i.e. qualitative research or quantitative research. While the**qualitative research** relies on verbal narrative like spoken or written data, the **quantitative research** uses logical or statistical observations to draw conclusions

DIFFERENCES BETWEEN QUALITATIVE AND QUANTITATIVE RESEARCH

|  |  |
| --- | --- |
| QUALITATIVE RESEARCH | QUANTITATIVE RESEARCH |
| Text-based | |  | | --- | | Number-based | |  | |
| Primarily inductive process used to formulate theory or hypotheses | Primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory |
| More subjective: describes a problem or condition from the point of view of those experiencing it | More objective: provides observed effects (interpreted by researchers) of a program on a problem or condition |
| Methods include focus groups, in-depth interviews, and reviews of documents for types of themes | Surveys, structured interviews & observations, and reviews of records or documents for numeric information |
| More in-depth information on a few cases | |  | | --- | | Less in-depth but more breadth of information across a large number of cases | |  | |
| Unstructured or semi-structured response options | Fixed response options |
| No statistical tests | |  | | --- | | Statistical tests are used for analysis | |  | |
| Validity and reliability largely depends on skill and rigor of the researcher | Validity and reliability largely depends on the measurement device or instrument used |
| Time expenditure lighter on the planning end and heavier during the analysis phase | Time expenditure heavier on the planning phase and lighter on the analysis phase |
| Less generalizable | More generalizable |