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**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

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| QUALITATIVE RESEARCH | QUANTITATIVE RESEARCH |
| Text-based |

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| Number-based |
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| 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 |

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| Less in-depth but more breadth of information across a large number of cases |
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| Unstructured or semi-structured response options | Fixed response options |
| No statistical tests |

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| Statistical tests are used for analysis |
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| 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 |