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**MATRIC NO: 15/MHS04/005**

**COURSE TITLE: RESEARCH METHODS IN NUTRITION**

**COURSE CODE: NTD 311**

**ASSIGNMENT**

Differentiate between qualitative and quantitative research

**QUALITATIVE RESEARCH:**

It is primarily exploratory research. It is used to gain an understanding of underlying reasons, options and motivations. It provides insights into the problem or helps to develop ideas or hypothesis for potential quantitative research.

Qualitative research is also used to uncover trends in thoughts and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques.

**QUANTTITATIVE RESEARCH:**

It is used to quantify the problem by ways of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviours and other defined variables and generalize results from a larger sample population.

Quantitative research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much structured than qualitative data collection methods.

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| **QUALITATIVE METHODS** | **QUANTITATIVE METHODS** |
| 1. Methods include focus groups, in-depth interviews and reviews of documents for types of themes. | Surveys, structured interviews and observations and reviews of records or documents for numeric information |
| 1. Primarily inductive process used to formulate theory or hypothesis | Primarily deductive process used to test pre-specified concepts, constructs and hypothesis that make up a theory. |
| 1. 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). |
| 1. Text-based | Number-based |
| 1. More in-depth information on a few cases | Loss in-depth but more breadth of information across a large number of cases. |
| 1. Unstructured or semi-structured response options. | Fixed response options. |
| 1. No statistical tests. | Statistical tests are used for analysis |
| 1. Can be valid and reliable: largely depends on skill and rigor of researcher. | Can be valid and reliable: largely depends on measurement device or instrument used. |
| 1. Less generalizable | More generalizable |
| 1. Time expenditure lighter on the planning end and heavier during the analysis. | Time expenditure heavier on the planning phase and lighter on the analysis phase. |