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QUESTION

Differentiate between qualitative and quantitative analysis

ANSWER

## Key Differences Between Qualitative And Quantitative Research

The differences between qualitative and quantitative research are provided can be drawn clearly on the following grounds:

1. Qualitative research is a method of inquiry that develops understanding on human and social sciences, to find the way people think and feel. A scientific and empirical research method that is used to generate numerical data, by employing statistical, logical and mathematical technique is called quantitative research.
2. Qualitative research is holistic in nature while quantitative research is particularistic.
3. The qualitative research follows a subjective approach as the researcher is intimately involved, whereas the approach of quantitative research is objective, as the researcher is uninvolved and attempts to precise the observations and analysis on the topic to answer the inquiry.
4. Qualitative research is exploratory. As opposed to quantitative research which is conclusive.
5. The reasoning used to synthesise data in qualitative research is inductive whereas in the case of quantitative research the reasoning is deductive.
6. Qualitative research is based on purposive sampling, where a small sample size is selected with a view to get a thorough understanding of the target concept. On the other hand, quantitative research relies on random sampling; wherein a large representative sample is chosen in order to extrapolate the results to the whole population.
7. Verbal data are collected in qualitative research. Conversely, in quantitative research measurable data is gathered.
8. Inquiry in qualitative research is a process-oriented, which is not in the case of quantitative research.
9. The hypothesis is generated in qualitative research by inductive reasoning. On the contrary, the hypothesis is tested by deductive research in quantitative reasoning.
10. Elements used in the analysis of qualitative research are words, pictures, and objects while that of quantitative research is numerical data.
11. Qualitative Research is conducted with the aim of exploring and discovering ideas used in the ongoing processes. As opposed to quantitative research the purpose is to examine cause and effect relationship between variables.
12. Lastly, the methods used in qualitative research are in-depth interviews, focus groups, etc. In contrast, the methods of conducting quantitative research are structured interviews and observations.