**Qualitative & Quantitative Research Methods: Discover the Astonishing Differences**

**1-Defining Qualitative and Quantitative Research Methods**

Both research methods have a unified aim – providing information, insights, and data used to make concrete decisions. But the game is all about what methodology researchers use to gather information.

Take it this way, for offroading, nobody will drive a sedan. On the other hand, driving through congested locations, nobody will drive an SUV. Similarly, qualitative and quantitative research methodology is carefully picked by researchers based on what they want to obtain from the sample sets.

In **qualitative research methodology,**researchers collect and analyze non-numerical data (text, videos, audio files) to get a grip on concepts, opinions, and experiences. This methodology is used to collect in-depth insights or generate new ideas for research. How this research is conducted, and what data collection tools are used, will be explained in upcoming sections.

In **quantitative research methodology,**researchers collect and analyze numerical data to find patterns, and averages that enable them to make predictions, test causal relationships, and generalize results to the mass. This research method is the exact opposite of qualitative research methodology.

**2-Data Collection Methods in Qualitative Research Methodology**

While the aim of both research methods is the same, they differ a lot in nature, applications, and [data collection methods](https://dataexpertise.in/data-collection-methods-strategies-techniques/) used. By now, you surely would have noticed this huge difference between qualitative and quantitative research methods.

If you want to conduct qualitative research methodology, then below are some tools that you will be using throughout your research journey –

* + **Interviews –**You ask open-ended questions to the respondents verbally. You can [interview](https://www.jaroeducation.com/blog/top-7-reasons-for-job-change-interview-tips/)participants online, or offline. Interviews are done to know each person’s point of view and their thought process. However, interviewing is time-consuming and you should follow this approach only when your sample size is a handful.
	+ **Focus Group Discussions –**You make a group of people sit together and give them a topic to discuss collectively. This way, you note down their opinions, and how a group perceives a particular topic.
	+ **Content Analysis –**Researchers use archival and secondary works published by other authors and analyze the content. This can be media covering a story, series of blog posts, comment posts, films, cartoons, advertisements, brand packaging, or photographs on social media.
	+ **Observation –**It is an observational study used in social science, education, healthcare, marketing, and design. The observation provides detailed information about the behavior, attitudes, perceptions, and experiences of individuals or a community.
	+ **Ethnography –**For some time, researchers participate in a community to monitor behavior, and culture, and note down their opinions as a community or a group.

**3-Data Collection Methods in Quantitative Research Methodology**

If you are a quantitative research professional then you deal with loads of numbers, charts, and trends. Here, your data collection tools differ slightly from qualitative research methodology. Here are some data collection tools to conduct quantitative research –

**Quantitative Surveys –**These surveys have closed-ended questions so that responses are comparable. Only a small portion of the survey has open-ended questions. To gather respondents for quantitative surveys, researchers use the probability sampling method. Following are 4 types of probability sampling –

* **Experiments –**Researchers manipulate one or more variables and observe the effects on a specific outcome. Experiments are either done in a closed laboratory or in the real world.
* **Secondary Data Analysis –**This involves using existing data to answer a new research question. This method is cost-effective and efficient but it’s crucial to ensure that the data is appropriate for research questions.
* **Computerized Tracking –**It deals with tracking and collecting data automatically from digital sources like [social media](https://www.jaroeducation.com/blog/social-media-project-topics/), online purchases, or [web analytics](https://www.jaroeducation.com/blog/web-analytics-insights-to-achieve-business-goals/).