<http://static1.squarespace.com/static/54727389e4b00bea36c38234/t/555e9be4e4b08ef1ebb66377/1432263652526/Media+Research+Paper.pdf>

He states “it is not valid to assume that quantitative factors such as size or frequency of media messages equate to impact.” Qualitative analysis seeks to recognize the meaning the same content has to different audiences. Qualitative research is much more time intensive to execute and generally involves smaller samples of media. It also heavily relies on predicting what an audience may think and thus does not produce any reliable, measureable date. Quantitative analysis is generally thought to be more scientific because it is recordable. However, within media research Macnamara claims that qualitative data does have its place because it is required to learn the deeper meaning of content.