

Handout #4: Quantitative Versus Qualitative Questions Activity

Directions: ★ = Quantitative; √ = Qualitative

1. How much time do you spend watching television each week?
2. What does the community think about the health system?
3. Do you have health insurance?
4. What does “sick” mean?
5. What language(s) do you speak?
6. What media outlets does the community trust?
7. What are qualities of a trusted source for information (general and/or health)?

Quantitative (e.g., questionnaires, surveys):

- One- to two-word answers
- Multiple choice
- Numbered response (how much/many).

Qualitative (e.g., interviews, focus groups):

- Responses require discussion or explanation
- Responses involve opinions.