**Differences between Qualitative and Quantitative Research**

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| **QUALITATIVE** | **QUANTITATIVE** |
| Methods include focus groups, unstructured or in-depth interviews, and reviews of documents for types of themes | Surveys, structured interviews, measurements & observations, and reviews of records or documents for **numeric or quantifiable information** |
| Primarily inductive process used to formulate theory or hypotheses | Primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory |
| 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 |
| Text-based | **Number-based** |
| More in-depth information on a few cases | Less in-depth but more breadth of information across a large number of cases |
| Unstructured or semi-structured response options | Fixed response options, measurements, or observations |
| **No statistical tests** | Statistical tests are used for analysis |
| Less generalizable | More generalizable |