Research serves as a cornerstone in various academic and professional fields, playing an integral role in expanding knowledge and guiding decision-making processes. In sociology, research methodologies enable scholars to systematically study social behaviors and structures, providing empirical evidence that informs theories and practices. By employing both qualitative and quantitative approaches, researchers can delve into complex social phenomena, offering nuanced insights into human interactions and societal trends. Qualitative research, with its focus on understanding the depth of social experiences, complements quantitative research, which seeks to quantify variables and establish patterns across populations (Nguyen, 2015). Together, these methods not only contribute to theoretical advancements but also equip policymakers and practitioners with the data necessary to address social issues effectively.