## Pros and Cons

**Quantitative research** measures numerical terms, such as “how much,” “how long” and “how many.”

1. What are the advantages of quantitative research?
2. What are the disadvantages?
3. Brainstorm and come up with a scenario that could benefit by using quantitative research.

**Qualitative research** typically looks at the “how” and “why” of events and can be about people’s opinions and emotions.

1. What are the advantages of qualitative research?
2. What are the disadvantages?
3. Brainstorm and come up with a scenario that could benefit by using qualitative research.