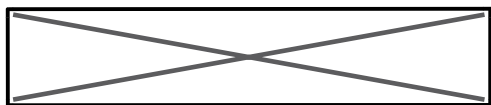




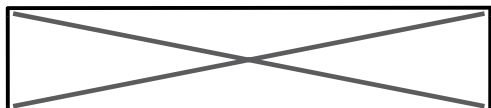
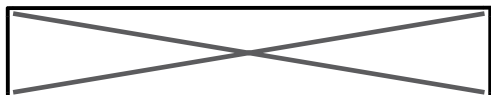


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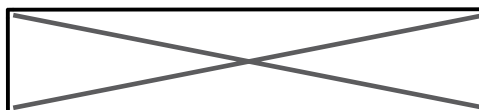
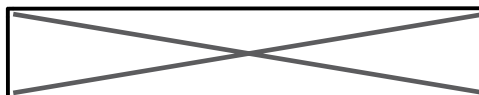
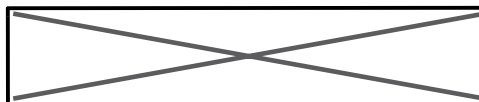
Qualitative data

Qualitative data is data that is not numerical or statistical. It is data that is descriptive and subjective. It is data that is often collected through interviews, focus groups, and observations. It is data that is often analyzed through content analysis and grounded theory. It is data that is often used to understand the meaning and context of human behavior.



Quantitative data

Quantitative data is data that is numerical or statistical. It is data that is objective and measurable. It is data that is often collected through surveys, experiments, and observations. It is data that is often analyzed through statistical methods. It is data that is often used to understand the patterns and trends of human behavior.



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