Qualitative & Quantitative



# Quantitative Research

Quantitative research in my opinion is more convincing. Quantitative research allows information to be classified, counted and constructed with more complex measurements of length, time and speed.

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# Qualitative Research

Qualitative research deals more with descriptive data that is observed. Some examples include observations on color, sight, smell or sound.

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# DATA

|  |  |  |
| --- | --- | --- |
| Quantitative Data | Qualitative Data |  |
| Cannot be categorized | Predicts the probability |  |
|  |  |  |
|  |  |  |

# REFERENCES

Qualitative and Quantitative Research (Smcilquham, 2012, March 6) [Video] [Closed captioned] Retrieved from https:// www.youtube.com/watch?v=m1u22hTyIS4Journal