

Difference between quantitative and qualitative research

Qualitative research	Quantitative research
<ul style="list-style-type: none">▪ Text-based	<ul style="list-style-type: none">▪ Number-based
<ul style="list-style-type: none">▪ Only a few objects/ persons/ cases are observed	<ul style="list-style-type: none">▪ A lot of objects/ persons/ cases are observed
<ul style="list-style-type: none">▪ In-depth information about a few cases	<ul style="list-style-type: none">▪ Less in-depth information but information about a large number of cases
<ul style="list-style-type: none">▪ Typically used in an explorative way	<ul style="list-style-type: none">▪ Typically used in an descriptive and explanatory way
<ul style="list-style-type: none">▪ No statistical tests	<ul style="list-style-type: none">▪ Statistical tests are used for analysis
<ul style="list-style-type: none">▪ Typically used to gain an understanding of underlying reasons, opinions, and motivations	<ul style="list-style-type: none">▪ Typically used to quantify attitudes, opinions, behaviours, and explain them
<ul style="list-style-type: none">▪ Often used to generate hypotheses	<ul style="list-style-type: none">▪ Used to test hypotheses
<ul style="list-style-type: none">▪ Less generalizable	<ul style="list-style-type: none">▪ More generalizable