

CHAPTER # 01

INTRODUCTION

Lecture no: 06

In today's lecture we will go through the following points.

- *Differences between qualitative and quantitative research*

DIFFERENCES BETWEEN QUALITATIVE AND QUANTITATIVE RESEARCH

Qualitative and quantitative researches are two broad approaches in social research, which are quietly different from each other. In the points below we will differentiate one from the other so that to clarify their distinctive characteristics.

1) QUALITATIVE RESEARCH

- i) Qualitative research is based upon the words and expression.*
- ii) In qualitative research hypothesis are not tested.*
- iii) Non probability sampling is used in this research.*
- iv) Sample size is short in this research.*

- v) *The data is collected through unstructured questions or open-ended questions.*
- vi) *Interview guide or Focus Group Discussion (FGD) is used as tool for data collection.*
- vii) *Qualitative research is usually conducted on specific problems.*
- viii) *In this research the data is more rich and time consuming.*
- ix) *The data is analyzed on thematic basis in qualitative research.*
- x) *Exploratory, descriptive and field researches are some examples of qualitative research.*

2) QUANTITATIVE RESEARCH

- i) Quantitative research is based upon the numbers or statistics.*
- ii) In this research hypotheses are tested.*
- iii) Probability sampling is used in quantitative research.*
- iv) The sample size is large in this research.*
- v) The data is collected through structured questions or close-ended questions.*
- vi) Questionnaire is the tool of data collection in quantitative research.*
- vii) This research is conducted on general issues.*

- ix) In quantitative research the data is more efficient and able to test hypotheses.*
- x) In quantitative research the data is analyzed through Statistical Package for Social Sciences (SPSS).*
- xi) Experimental, explanatory and survey are some good examples of quantitative research.*

THE END