

Qualitative, Quantitative Methods

An Overview

Most studies in social sciences are conducted on the basis of certain ideas and then finding ways to understand those ideas. In the course of doing this, social scientists use approaches termed as quantitative method and qualitative method.

Definitions

Quantitative research is “explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics).”

Qualitative research seeks to answer questions about why and how people behave in the way that they do. It provides in-depth information about human behaviour.