

What are the similarities and differences between qualitative and quantitative research?

According to Hagan (2010), "... **quantitative research**, concepts are assigned numerical value, whereas in **qualitative research**, concepts are viewed as sensitizing ideas or terms that enhance our understanding..." (Hagan, 2010, p. 14, para. 4). Based off of these descriptions, one can see that the main difference between quantitative and qualitative research is the use or views of the concepts of the two. Those who use quantitative research are focusing on the numbers involved in the research process. Those who use qualitative research are focusing on the visual knowledge gained from the research process. When presenting ones findings a researcher must uses different methods for providing their analysis and findings.

Although the two types of research have differences, they also have similarities. The two types of research are similar in that the goal of the two is to gain knowledge of a specific topic or focus. Anytime one conducts research, whether it is qualitative or quantitative, the main goal is to collect data that can be used to provide facts or statistics about one's topic. Another similarity is that variables can be concepts of either quantitative research or qualitative research. Although both types of research use variables, these variables are different in the way they are utilized.

References

Hagan, F. E. (2010). *Research methods in criminal justice and criminology* (8th ed.). Upper Saddle River, NJ: Prentice Hall. Retrieved April 13, 2011, from Axia College, Week 1 Reading, CJA/334- Research Methods in Criminal Justice.

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Qualitative research explores attitudes, behavior and experiences through methods like interviews and focus groups. Qualitative research attempts to get an in-depth opinion from participants. Essentially it is the gathering of information that is pertinent to an individual. This type of research may be used

to evaluate participants for employment or even to gather information in a collective manner for products to go on the market or to be taken off the market. This method of research is collected with words, questions asked to another with a response in a verbal or written form.

Quantitative research generates statistics through the use of survey research, for instance, methods such as questionnaires or structured interviews. Market researcher may stop to ask you questions regarding something specific in order to gather information in a random, non-bias manner. Often times we receive questionnaires in the mail, or are asked to fill one out in a restaurant or store for the same reason. This method of research is data collected in large amounts based on the number of responses received for each questions asked. For instance, when collecting questionnaires, the data is collected by recording the number circled or chosen.

Both methods are a way to collect information, however quantitative is to target a large scale of information while qualitative is to essentially gather specific information about one participant. The debate as I understand it is that qualitative research is gathered with verbal communication whereas quantitative research is based on the number of participants and there numeric choices.