

# Module 1: Introduction to Psychology

## Topic 3 Content: Qualitative vs. Quantitative Research Notes



### Qualitative Research

Qualitative research is a method of collecting descriptive data. The data is used to gain an understanding of opinions, motivations, or reasons behind a topic. To determine such motivations, a researcher may ask open-ended questions about their motivations by using common qualitative methods like interviews, observations, case studies, and focus groups. Researchers often use qualitative research to develop hypotheses for future studies.



### Quantitative Research

Quantitative research is a method of collecting numerical data. It is used to collect data from a group of participants about different variables like opinions, behaviors, and attitudes, which can then be generalized to a larger population. Types of quantitative research include experiments, structured interviews, questionnaires, and observations. Although interviews, questionnaires, and observations can be used in qualitative and quantitative research, when they are used in quantitative research, questions are close ended, and allow participants to answer yes or no, or answer questions based on a rating scale.