

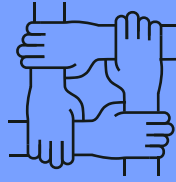
qualitative research methods



focus on the 'why?' question



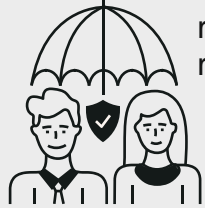
use words, photos



concerned with meanings, concepts, thoughts



analysis through categorising, themes, patterns



require few respondents

induce hypotheses from data



open-ended questions

make sense of data



quantitative research methods

generate data



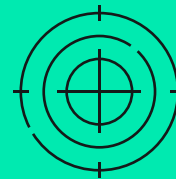
numbers, graphs, stats



cause and effect



begin with hypotheses



empirical investigation



Require many respondents



improve or optimise something



analysis through measuring

