

## ***Qualitative Research and Quantitative Research --- their relationship and uses in Anthropology (Study Materials of 4rth SEM,Paper-ANTACOR10T)***

Research is the most widely used tool to increase and brush-up the stock of knowledge about something and someone. In the field of marketing,business,Sociology,Psychology,Science and Technology, Economics etc. ---there are two standard ways of conducting research,i.e.; Qualitative Research and Quantitative Research.

***Qualitative Research:*** It is an unstructured,exploratory research method that studies highly complex phenomena that are impossible to elucidate with the Quantitative research.

Qualitative Research is used to gain an in-depth understanding of human behaviour,experience,attitudes,intentions and motivations, on the basis of observation and interpretation, to find out the way people think and feel. It is a form of research in which the researcher gives more weight to the views of the participants. Case Study, Grounded Theory,Ethnography,Historical and Phenomenology are the types of Qualitative Research.

***Quantitative Research:*** It is a form of research that relies on the methods of natural sciences, which produces numerical data and hard facts. It aims at establishing cause and effect relationship between two variables by using mathematical, computational and statistical methods. The research is also known as Empirical Research as it can be accurately and precisely measured.

The data collected by the researcher can be divided into categories or put into rank, or it can be measured in terms of units of measurement. Graphs and tables of raw data can be constructed with the help of Quantitative research, making it easier for the researcher to analyse the results.

### ***Differences in Quantitative and Qualitative Research***

Qualitative Research relies on verbal narrative like spoken or written data, the Quantitative Research uses logical or statistical observations to draw conclusions. In a Qualitative Research, there are only a few non-representative cases are used as a sample to develop an initial understanding. Unlike, Quantitative Research, in which a sufficient number of representative cases are taken to consideration to recommend a final course of action.

<b>BASIS FOR COMPARISON</b>	<b>QUALITATIVE RESEARCH</b>	<b>QUANTITATIVE RESEARCH</b>
Meaning	Qualitative research is a method of inquiry that develops understanding on human and social sciences, to find the way people think and feel.	Quantitative research is a research method that is used to generate numerical data and hard facts, by employing statistical, logical and mathematical technique.
Nature	Holistic	Particularistic
Approach	Subjective	Objective
Research type	Exploratory	Conclusive
Reasoning	Inductive	Deductive
Sampling	Purposive	Random
Data	Verbal	Measurable
Inquiry	Process-oriented	Result-oriented
Hypothesis	Generated	Tested
Elements of analysis	Words, pictures and objects	Numerical data
Objective	To explore and discover ideas used in the ongoing processes.	To examine cause and effect relationship between variables.
Methods	Non-structured techniques like In-depth interviews, group discussions etc.	Structured techniques such as surveys, questionnaires and observations.