

Quantitative and Qualitative research methods

	Quantitative research method	Qualitative research method
General description	Phenomena are examined as measurable quantities => numeric, statistical explicitness	Phenomena are understood, interpreted and described through the experiences of individuals
Questions answered	How many? How often? How much?	How? Why?
Purpose of the research	To find general rules and laws	To find meaning, purpose or end
Fundamental research methods	<i>Operationalization:</i> transforming phenomena into measurable form => surveys, questionnaires, and statistics	Literary analysis, group interview deep interview
Nature of data	Hard and reliable	Rich and deep
Relationship between the researcher and the participant	Distant	Close
Number test subjects	Big, 100–10 000	Small, 10-50

Please note! In human sciences both quantitative and qualitative research methods can be used simultaneously.