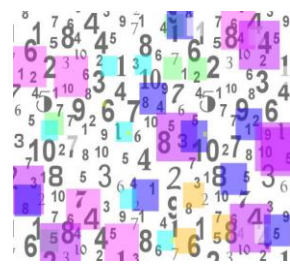


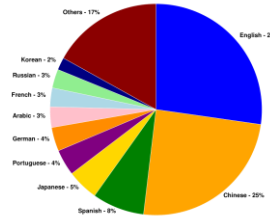
Differences between...

Quantitative Data is numerical and seen as being more **objective** and scientific



Quantitative data is easier to collect and represent in graphs, charts and infographics

Quantitative data is usually used by **structural** theorists looking at large scale social issues



Methods that use **qualitative data** are:
Participant Observations
Personal and Historical Documents
Unstructured Interviews
Written questionnaires
Case Studies **
Longitudinal Studies
Ethnographic Studies

Qualitative data is high in **validity** as it is measuring true responses from people

As it is in-depth, it tends to be small-scale and is preferred by **social action** theorists

It is more **reliable** as often methods that use quantitative data can be repeated and similar results obtained

Methods that use **quantitative data** are:
Lab experiments
Field Experiments
Coded Questionnaires
Structured Interviews
Official Statistics
Structured Non-participant Observations
Content Analysis*

** Case studies contain a range of methods, some of which may be quantitative



Qualitative data provides a useful insight or '**verstehen**' into that person's experiences

* Content analysis is useful to turn qualitative data into quantitative data

Sociologists may use both quantitative and qualitative methods to get a more valid and reliable answer – this is known as **triangulation**



Qualitative Data is usually written, spoken or visual information that represents a **subjective** viewpoint

quantitative and qualitative data