

Research Methods

There are two types of **information** you can produce using research methods:

- **quantitative** information uses numbers and statistics to present information, usually facts based on research
- **qualitative** information is not based on numbers. It talks about a product using words and may include opinions

Research Methods

Quantitative:

Uses numbers and statistics to present information. Easy to gather from surveys and questionnaires using multiple choice questions

- from an online survey, 73% of respondents answers a question in a particular way
- in a questionnaire, 56% of females and 23% of males said they would buy a product like this
- on a reviews website, a similar product has a rating of 7.4 out of 10
- 34% of magazine reviews of a product praised a particular aspect

Research Methods

Qualitative:

Presents opinions and points of view rather than using numbers as much. Information is more detailed and in depth and may be more helpful in providing ideas that can be developed

Interviews and focus groups provide this, but it can also be gathered from questionnaires and surveys using open ended questions

- many members of the focus group said...
- ideas suggested include...
- people were generally positive about...

Research Methods

Summary:

- **quantitative** information uses numbers and statistics to present information
- **qualitative** is not numbers. It talks about a product using words and may include opinions