

Qualitative and quantitative research

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As long as there are manageable population size and a proper following of statistic formulation, quantitative research conclusions would be very accurate.

The best reason for using qualitative research is the holistic insights given by the act of researching. Qualitative methods of research demand a descriptive understanding of the subject being studied. While quantitative methods of research use mathematics and statistics, qualitative methods of research make use of in-depth analysis of secondary research approaches. This may include gathering information from books, journals or other academic works as references. Qualitative research allows researchers to come up with their own unique and justifiable conclusions based on the research they made from valid sources.