

Here are three key differences between quantitative and qualitative research: 1.– **Qualitative Research**: Employs unstructured or semi-structured methods, including interviews, focus groups, and open-ended surveys, allowing for flexible and in-depth exploration of topics. **Data Collection Methods**: – **Quantitative Research**: Utilizes structured methods such as surveys, experiments, and questionnaires with closed-ended questions to collect data.2.3.