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"Research that relies on verbal data is called qualitative research, while research that relies on numerical data is called quantitative research [emphasis original]" (Charles, p. 30). Various opinions exist, depending on one's viewpoint, experience, or preference, about which of the two major approaches to education research, qualitative or quantitative, is better.

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Qualitative Research: Definition, Types, Methods and Examples

Quantitative research approach. You survey 300 students at your university and ask them questions such as: “on a scale from 1-5, how satisfied are you with your professors?” You can perform statistical analysis on the data and draw conclusions such as: “on average students rated their professors 4.4”. Qualitative research

approach

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[Dr Sam Sims] Yeah, and I think in the past, there’s been a unfortunate tendency in lots of research fields including education, to see it as quantitative vs qualitative, which is unhelpful and naturally I think a bit old fashioned, and really, the two types of data add value to each other when collected in the same study, or even when you have a literature review which includes some studies ... There has been an ongoing debate with regard to the compatibility of quantitative and qualitative approaches to educational research as these approaches tend to have links to different...

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