**Quantitative vs. Qualitative Research**

Generally, the various ways in which social scientists conduct their research can be categorized into quantitative and qualitative methods. For this activity, read p. 57 and copy the information related to quantitative and qualitative research into the chart below.

|  |  |  |
| --- | --- | --- |
|  | Quantitative Research | Qualitative Research |
| Purpose |  |  |
| Description |  |  |
| Examples |  |  |