

Qualitative vs. Quantitative Research Methods: A Comparative Analysis of Research Methodology

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Abstract: *This research compares subjective and quantitative inquire about strategies, analyzing their contrasts, qualities, and shortcomings It explores how these approaches are applied in various research contexts and analyzes their effectiveness in data collection, analysis, and interpretation. Subjective research offers profound bits of knowledge through subjective information and is profitable for investigating complex marvels. In contrast, quantitative research provides measurable, generalizable results using statistical analysis. This comparative analysis examines when each method is most appropriate and discusses how combining both approaches can enhance research outcomes. The findings aim to guide researchers in selecting the most suitable method for their study objectives, ensuring effective and meaningful results.*

Keywords: data collection, analysis