

What is Qualitative Research?

Contributed by DJS Research Ltd.

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Qualitative Research, as explained by DJS Research Ltd.

Qualitative research is used to help us understand how people feel and why they feel as they do. It is concerned with collecting in-depth information asking questions such as why do you say that?. Samples tend to be smaller compared with quantitative projects that include much larger samples. Depth interviews or group discussions are two common methods used for collecting qualitative information.

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