

# Difference in Qualitative and Quantitative Research Approach

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#### **Abstracts**

In research we use different approaches for the purpose of accessing the findings of our research. The methodology that you used in research has profound effect on the results of the research. So selection of research methodology has no doubt is one of the most critical part. Different types of researches required different type of methodology based on different factors. The approach you used in research is connected with your data type, research design and research question.Bruce Tranter (2012), here the word approach means something more than its literal meaning; it covers the complete orientation of the research. There are different types of research methodologies, such as qualitative research and quantitative research. Cont... (700 words of this report)



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