QUALITATIVE INFORMATION

**Definition:** Focuses on ‘how’ and ‘why’ in a non-numerical manner. Typically, it investigates and presents knowledge/understanding on an issue, peoples experiences and opinions, processes and programmes.

**Nature:** Subjective and explores/investigates a certain topic.

**Examples:** Images, videos, text and spoken words.

**Methods to collect:** Interviews, focus group discussions, observations.

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QUANTITATIVE INFORMATION

**Definition:** Information about quantities. It is information that can be measured and written down with numbers.

**Nature:** Objectives and tests a certain topic.

**Examples:** Statistics (prices, percentages, ratios, units) and facts.

**Methods to collect:** Surveys/questionnaires, documents and records.

Source: The Open University (2018)