# Module 5: Quantitative

## What is quantitative research?

Quantitative research measures outcomes in numerical formats which allow mathematical or statistical analysis. It tends to answer research questions like 'how many…', 'what proportion…', 'how effective…', or 'how often…'

Examples of quantitative data include anything that can be represented as a quantity, r as a number. For example: cost of an apple, weight of an apple, circumference of an apple. In health research, quantitative measurements could include: weight, body temperature, a yes/no query or a measurement scale.

Questions about the qualities of the apple, such as its taste, colour or smell, would be recorded using non-numerical formats. This is qualitative research, and helps to answer questions about experiences and attitudes.

## Activity

**Example question A**

How confident are you that immunisation will protect your child's health?

Select on a scale of 0 to 10 where 0 is not confident at all and 10 is very confident.

**Example question B**

How do you feel about immunising your child? Please answer in detail.

Which of the above example questions is Quantitative and which is Qualitative?

* A is Quantitative and B is Qualitative
* B is Quantitative and A is Qualitative