

Sample Response**4 marks**

Quantitative data offers several advantages in a research project, particularly through its ability to facilitate statistical analysis, which allows researchers to draw objective and reliable conclusions. This form of data collection supports the gathering of information from large sample sizes, thereby enhancing the generalisability of findings to broader populations. Moreover, quantitative data provides clear, numerical insights that can be easily compared and visualised, aiding in the interpretation and communication of results. However, there are notable limitations associated with quantitative data. One significant drawback is its potential to overlook the depth of human experiences and contextual details, which can be crucial for a comprehensive understanding of the research topic. Additionally, the reliance on predefined questions can limit flexibility, as these structured queries may not capture the full scope of respondents' perspectives. Furthermore, quantitative data carries the risk of misinterpretation if not properly contextualised or if underlying assumptions are flawed, potentially leading to incorrect conclusions.

153 words