

Describe the advantages and limitations of using quantitative data in a research project.

4 marks

### Possible Plan

#### Advantages of Quantitative Data

- Allows for statistical analysis, facilitating objective and reliable conclusions.
- Enables the collection of data from large sample sizes, enhancing generalisability.
- Provides clear, numerical insights that can be easily compared and visualised.

#### Limitations of Quantitative Data

- May overlook the depth of human experiences and contextual details.
- Can be limited by the scope of predefined questions, restricting flexibility.
- Risk of misinterpretation if the data is not properly contextualised or if underlying assumptions are flawed.

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**Generalisability:** The extent to which findings from a study can be applied to broader populations or different contexts.

**Misinterpretation:** Incorrect understanding or explanation of data, often due to lack of context or flawed assumptions.

**Objectivity:** The practice of maintaining impartiality and neutrality in data analysis, free from personal biases or emotions.

**Predefined Questions:** Structured queries established prior to data collection, limiting flexibility but ensuring consistency across respondents.

### Describe

- Provide characteristics and features.