**Class activity: decide on the research method you want to use to find information for your campaign? And List 2 two reasons for choosing it?**

**Following are the factors to be considered while deciding your research methodology:**

1. Research Goal. Think of your research goals.
2. Quantitative vs qualitative data.

Quantitative research is based on the collection of numeric data.

qualitative data is descriptive, expressed in terms of language rather than numerical values.

1. Sample size.
2. Timing. (deadline)