

Qualitative data describe the attributes or properties that an object possesses. The properties are categorised into classes that may be assigned numeric values. However, this has no significance for the data values themselves; the numeric values simply represent attributes of the object concerned. Qualitative researchers aim to gather an in-depth understanding of human behavior and the reasons that govern such behavior.

Further information

- [Handbook on Data Quality - Assessment Methods and Tools](#)

Related concepts

- [Data](#)
- [Quantitative data](#)