



# Factors That Have Contributed to The Increasing Prominence of Qualitative Methods in Contemporary Psychological Research

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## Abstract

One of the first and most crucial decisions a researcher must make is the selection of an appropriate methodology—both in relation to the central research question and the field of investigation. Most research is motivated by a specific problem or a set of inquiries that require exploration. Choosing the right methodological approach is therefore not a neutral step, but one that shapes the entire research process and its outcomes. This article explores and contrasts the two dominant methodological paradigms in the social sciences: qualitative and quantitative research. Beyond merely outlining their differences, the article focuses on the key factors that have contributed to the growing prominence of qualitative methods in contemporary psychological research. It discusses the unique contributions of qualitative inquiry, particularly in capturing complex, subjective, and context-dependent aspects of human experience that may be inaccessible through purely numerical analysis.

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