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COURSE OUTLINE: RESEARCE METHOD IN NURSING

COURSE CODE: NSC 414

ASSIGNMENT: QUALITATIVE AND QUANTITATIVE DATA COLLECTION METHODS WITH RELEVANT EXAMPLES.

**METHODS OF COLLECTING** **QUALITATIVE DATA COLLECTION**

Different methods are used in qualitative research. The most common are interviews, focus group discussions, observation methods and documentation analysis, combining two or more data collections methods, for instance interviews as well as focus groups (‘data triangulation’) enhance the credibility of the study. Irrespective of the data collection method applied, it is important to keep a diary during the study, with reflections on the process (e.g. regarding method and participant selection) and the role and influence of the researcher.

**INTERVIEWS**

Interviews are useful to explore experience, views, opinions, or beliefs on specific matters. Account can be explored and compared to others, to develop an understanding of the underlying structures of beliefs. There are different grades of structuring the interview: structured, semi-structured or open/in-depth, dependent on the characteristics of structuring the interview by the researcher. Often the researcher develops a topic list before the start of the interview, which can be used in a flexible manner. As the interview is a product of interaction between the researcher and the interviewee, the setting and skills of the researcher are of importance (e.g. the setting to build a sense of trust (developing rapport), the way of phrasing questions, give the interviewee room to tell a story, body language). Furthermore, it is important to think about the type of transcription of audio tapes.

**FOCUS GROUP DISCUSSION**

Focus group discussions are useful to examine how social knowledge is produce. The researcher stimulates discussion in order to examine how knowledge and ideas develop and operate in a given group. Most of the times, a facilitator guides a discussion about a particular topic in a group of usually 6-12 people. Some sensitive issues might be more easy discussed within a group, although other information might be withheld, for instance when persons are acquainted with each other or because of hierarchical relations within the group. The role of the facilitator is to create an open atmosphere, involve participant in the discussion and manage this discussion.  
**OBSERVATIONAL METHODS**

Observational methods are used to understand phenomena by studying people’s account and action in an everyday content. There are different types of observations, with various degrees of research participation and participant observation or ethnography. Ethnography usually involves the researcher participating, overtly or covertly, in people’s daily lives for an extended period of time, watching what happen; listening to what is said, and/or asking question through informal or formal interviews, collecting documents and artifacts.

**DOCUMENT ANALYSIS**

Document analysis is based on existing source, like government reports, personal documents, and articles in newspapers, books or medical records.

**RESPONSIBILITY AND ETHICS**

It is important to carefully reflects on and think about ethnic dilemmas related to the practice of qualitative research as well as responsibilities of researchers, especially regarding respondents. These are for instance related to informed consent, protecting the privacy of respondents or dealing with different stakeholders.

**METHODS OF COLLECTING QUANTITATIVE DATA COLLECTION**

Quantitative data is everything about figures and numbers. Researchers often rely on quantitative data when they intend to quantify attribute, attitudes, behaviors, and other defined variables with a motive. Methods used for quantitative data collection are as follow:

**PROBABILITY SAMPLING**

A definitive method of sampling carried out by utilizing some form of random selection and enabling researchers to make a probability statement based on data collected at random from the targeted demographic. There are three significant examples of probability sampling

* Simple random sampling: more often, the targeted demographic is chosen for inclusion in the sample.
* Systematic random sampling: any of the targeted demographic would be included in the sample, but only the first unit for inclusion in the sample is selected randomly, rest are selected in the other fashion as if one out of every ten on the list .
* Stratified random sampling: it allow selecting each unit from a particular group of the targeted audience while creating a sample.

**INTERVIEWS**

Interviewing people is a standard method used for data collection. However, the interviews conducted to collect quantitative data are more structured, wherein the researcher ask only a standard set of questionnaires and nothing more than that.

There are three major examples of interviews conducted for data collection

* Telephone interviews: for years, telephone interviews ruled the charts of data collection methods. However, nowadays, there is a significant rise in conducting video interviews using internet, Skype, or similar online video calling platforms.
* Face-to-face interviews: it is a proven technique to collect data directly from the participants. It helps in acquiring quality data as it provide a scope to ask detailed questions and probing further to collect rich and informative data.
* Computer-assisted personal interviewing (CAPI): it is nothing but a similar setup of the face-to-face interview where the interviewer carries a desktop or laptop along with at the time of interview to upload the data obtained from the interview directly into the database.

**SURVEYS/QUESTIONNAIRES**

Surveys or questionnaires created using online survey software are playing a pivotal role in online data collection be is quantitative or qualitative research. The surveys are design in a manner to legitimize the behavior and trust of the respondents. There are two examples of survey questionnaires used to collect online data for quantitative market research.

* Web-based questionnaires: this is one of the ruling and most trusted methods for internet-based research or online research.
* Mail questionnaires: In mail questionnaires, the survey is mailed out to a host of the sample population, enabling the researcher to connect with a wide range of audience.

**OBSERVATION**

It is a simple and straightforward method of collecting quantitative data. In this method, researcher collect quantitative data through systematic observations by using techniques like counting the number of people present at the specific event at a particular time and particular venue or number of people attending the event in a designated place. More often, for quantitative data collection, the researcher have a naturalistic observation approach that needs keen observation skills and senses for getting numerical data about the “what” and not about “why” and “how”.

Example under observation is “structured observation”.

**DOCUMENT REVIEW**

This is a process used to collect data after reviewing the existing document. It is an efficient and effective way of gathering data as documents are manageable and are the practical resource to get qualified data from the past. Three primary document examples are listed below.

* Public records
* Personal document
* Physical evidence.