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**COURSE TITLE: RESEARCH**

**ASSIGNMENT TITLE:**

1. Qualitative data collection methods with relevant examples

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ANSWER

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcome

**Qualitative Data:**  Qualitative data are mostly non-numerical and usually descriptive or nominal in nature. This means the data collected are in the form of words and sentences. Often (not always), such data captures feelings, emotions, or subjective perceptions of something. Qualitative approaches aim to address the ‘how’ and ‘why’ of a program and tend to use unstructured methods of data collection to fully explore the topic. Qualitative questions are open-ended. Qualitative methods include focus groups, group discussions and interviews. Qualitative approaches are good for further exploring the effects and unintended consequences of a program. They are, however, expensive and time consuming to implement. Additionally the findings cannot be generalized to participants outside of the program and are only indicative of the group involved.

Qualitative data collection methods play an important role in impact evaluation by providing information useful to understand the processes behind observed results and assess changes in people’s perceptions of their well-being. Furthermore qualitative methods can be used to improve the quality of survey-based quantitative evaluations by helping generate evaluation hypothesis; strengthening the design of survey questionnaires and expanding or clarifying quantitative evaluation findings.

Regardless of the kinds of data involved, data collection in a qualitative study takes a great deal of time. The researcher needs to record any potentially useful data thoroughly, accurately, and systematically, using field notes, sketches, audiotapes, photographs and other suitable means. The data collection methods must observe the ethical principles of research. The **qualitative methods examples ;**

* In-depth interview
* Observation methods
* Document review.

1. **One-on-One Interview**: Conducting in-depth interviews is one of the most common qualitative research methods. It is a personal interview that is carried out with one respondent at a time. This is purely a conversational method and invites opportunities to get details in depth from the respondent.

One of the advantages of this method provides a great opportunity to gather precise data about what people believe and what their motivations are. If the researcher is well experienced asking the right questions can help him/her collect meaningful data. If they should need more information the researchers should ask such follow up questions that will help them collect more information.

These interviews can be performed face-to-face or on phone and usually can last between half an hour to two hours or even more. When the in-depth interview is conducted face to face it gives a better opportunity to read the body language of the respondents and match the responses.

1. **Focus groups**: A focus group is also one of the commonly used qualitative research methods, used in data collection. A focus group usually includes a limited number of respondents (6-10) from within your target market.

The main aim of the focus group is to find answers to the why what and how questions. One advantage of focus groups is, you don’t necessarily need to interact with the group in person. Nowadays focus groups can be sent an online survey on various devices and responses can be collected at the click of a button.

Focus groups are an expensive method as compared to the other qualitative research methods. Typically they are used to explain complex processes. This method is very useful when it comes to market research on new products and testing new concepts.

1. **Case study research**: The case study method has evolved over the past few years and developed as into a valuable qualitative research method. As the name suggests it is used for explaining an organization or an entity.

This type of research method is used within a number of areas like education, social sciences and similar. This method may look difficult to operate, however, it is one of the simplest ways of conducting research as it involves a deep dive and thorough understanding of the data collection methods and inferring the data.

4. **Process of observation**: Qualitative Observation is a process of research that uses subjective methodologies to gather systematic information or data. Since, the focus on qualitative observation is the research process of using subjective methodologies to gather information or data. The qualitative observation is primarily used to equate quality differences.

**Quantitative Data**: Quantitative data is numerical in nature and can be mathematically computed. Quantitative data measure uses different scales, which can be classified as nominal scale, ordinal scale, interval scale and ratio scale. Often (not always), such data includes measurements of something. Quantitative approaches address the ‘what’ of the program. They use a systematic standardized approach and employ methods such as surveys and ask questions. Quantitative approaches have the advantage that they are cheaper to implement, are standardized so comparisons can be easily made and the size of the effect can usually be measured. Quantitative approaches however are limited in their capacity for the investigation and explanation of similarities and unexpected differences. It is important to note that for peer-based programs quantitative data collection approaches often prove to be difficult to implement for agencies as lack of necessary resources to ensure rigorous implementation of surveys and frequently experienced low participation and loss to follow up rates are commonly experienced factors.

The Quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. They produce results that are easy to summarize, compare, and generalize. If the intent is to generalize from the research participants to a larger population, the researcher will employ probability sampling to select participants. **Quantitative data Collection examples includes;**

* Experiments/clinical trials.
* Observing and recording well-defined events (e.g., counting the number of patients waiting in emergency at specified times of the day).
* Obtaining relevant data from management information systems.
* Administering surveys with closed-ended questions (e.g., face-to face and telephone interviews, questionnaires etc).In quantitative research (survey research), interviews are more structured than in Qualitative research. In a structured interview, the researcher asks a standard set of questions and nothing more. Face -to -face interviews have a distinct advantage of enabling the researcher to establish rapport with potential participants and therefore gain their cooperation. Paper-pencil-questionnaires can be sent to a large number of people and saves the researcher time and money. People are more truthful while responding to the questionnaires regarding controversial issues in particular due to the fact that their responses are anonymous.

1. **Experiments**: Experiments require an artificial or natural setting in which to perform logical study to collect data. Experiments are more suitable for medicine, psychological studies, nutrition and for other scientific studies. In experiments the experimenter has to keep control over the influence of any extraneous variable on the results.
2. **Survey**: Survey is most commonly used method in social sciences, management, marketing and psychology to some extent. Surveys can be conducted in different methods.
3. **Questionnaire**: It is the most commonly used method in survey. Questionnaires are a list of questions either open-ended or close-ended for which the respondents give answers. Questionnaire can be conducted via telephone, mail, live in a public area, or in an institute, through electronic mail or through fax and other methods.
4. **Interview**: Interview is a face-to-face conversation with the respondent. In interview the main problem arises when the respondent deliberately hides information otherwise it is an in depth source of information. The interviewer can not only record the statements the interviewee speaks but he can observe the body language, expressions and other reactions to the questions too. This enables the interviewer to draw conclusions easily.
5. **Observations**: Observation can be done while letting the observing person know that s/he is being observed or without letting him know. Observations can also be made in natural settings as well as in artificially created environment.