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MATRIC NUMBER; 16/MHS02/007

COURSE CODE; NSC414

COURSE TITLE; Research Methods In Nursing

DATE; 12/04/20

QUESTION

1. Summarize quantitative data collection methods with relevant examples.
2. Summarize qualitative data collection methods with relevant examples.

ANSWER

1. Quantitative data is defined as the value of data in the form of counts or numbers where each data-set has an unique numerical value associated with it, therefore, quantitative data collection method can be defined as the methods gathering of data and information on variables of interest, to enables one to answer stated research questions.

METHODS OF QUANTITATIVE DATA COLLECTION

1. Experiments
2. Observation
3. Document reviews
4. Survey questionnaires
5. INTERVIEWS
6. **Experiment**. Experiment is a quantitative method of data collection, here, the researcher attempts to understand cause-and-effect relationships. The study is "controlled" in the sense that the researcher controls how subjects are assigned to groups and which treatments each group receives. In the analysis phase, the researcher compares group scores on some [dependent variable](/Help/Glossary.aspx?Target=Dependent%20variable). Based on the analysis, the researcher draws a conclusion about whether the treatment [independent variable](/Help/Glossary.aspx?Target=Independent%20variable) had a causal effect on the dependent variable.
7. **Observation method**; this is another quantitative method of collecting data Like experiments, observational studies attempt to understand cause-and-effect relationships. although unlike experiments, the researcher is not able to control how subjects are assigned to groups and which treatments each group receives. For example, the researcher may go to a hospital to find out how long it takes for a physician to see a client, here the researcher can only observe and not control the timing, anothr example is counting the number of people present at the specific event at a particular time and a particular venue or number of people attending the event in a designated place
8. **Document reviews;** Document review is a process used to collect data after reviewing the existing documents. 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 types are being analyzed for quantitative research data

**Public Records:** Under this document review, official, ongoing records of an organization are analyzed for further research. For example, annual reports policy manuals, student activities, game activities in the university, etc.

* **Personal Documents:** In contrast to public documents, this type of document review deals with individual personal accounts of individuals’ actions, behavior, health, physique, etc. For example, the height and weight of the students, distance students are traveling to attend the school, etc.
* **Physical Evidence:**Physical evidence or physical documents deal with previous achievements of an individual or of an organization in terms of monetary and scalable growth.

### 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 designed in a manner to legitimize the behavior and trust of the respondents.

1. **Interviews;** 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.
2. QUALITATIVE METHOD

Qualitative method of data collection can be defined as the scientific process of gathering data and information in a descriptive form(non- numerical) that is; it involves verbal data to enable one carry out a research study.

METHODS OF QUALITATIVE DATA COLLECTION

1. Focus group discussions
2. Key informants
3. Interviews
4. Open ended questionnaires
5. Focus group discussions; the focus groups data collection method is similar to an interview method, but instead of being done 1-on-1, it is done as a group discussion which involves selected groups of homogenous participants who are relevant to the study. Focus groups are usually used when the researcher wants to explore the depth of opinions regarding an issue
6. Key informants; A key informant is someone who can unlock information for you about an issue. This helps the researcher to gain understanding on an issues when he does not haven information about something or to assess what h has done.
7. Interviews; interviews are one of the most common types of data collection methods in qualitative research. Here, the interviewer collects data directly from the interviewee. Because it is a very personal approach, this data collection technique is perfect when you need to gather highly-personalized data. Depending on the needs of the researcher, the interview can be informal, unstructured, conversational, and even spontaneous (like talking to a friend) or it can be semi-structured.
8. Open-Ended Surveys and Questionnaires; although questionnaires are usually used in quantitative methods of data collection, when the questionnaires are open ended, that is; allowing the respondents much more freedom and flexibility when providing their answers which results in verbal data as the participants can input their personal responses rather than choosing from a group of suggested responses.