**NAME – OBIEFUNA JULIANA CHIDIMMA**

**MATRIC NUMBER- 16/MHS02/030**

**LEVEL – 400**

**ASSIGNMENT**

Summarized data collection methods with relevant examples

**ANSWERS**

Data collection is a process of collecting information from all the relevant sources to find answers to the research problems, test the hypothesis and evaluate the outcomes. It can be divided into 2 categories which are primary and secondary data collection.

Primary data collection are those which are collected afresh and for the first time and thus happen to be original in character. They are subdivided into 2 Quantitative and Qualitative data collection.

Secondary data collection are type of data that are already been collected by someone else and which have already been passed through the statistical process.

**QUALITATIVE DATA COLLECTION**

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. Sometimes 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. They are open-ended questions. Their methods include focus groups, group discussions and interviews.

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. Qualitative data collection methods also rely on interactive interviews and they use triangulation to increase the credibility of their findings.

They are classified into 3

1. Interviews methods
2. Observation method
3. Questionnaire methods

Interview methods of data collection involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. It can be used into 2 ways

1. Personal interviews: it requires a person known as the interviewer asking questions generally in a face to face contact to the other person or persons. It may be in form of direct personal investigation or it may be indirect oral investigation. In direct investigation the interviewer has to collect the information personally from the sources concerned. He has to be on the spot and has to meet people, from whom data have to be collected.

In personal interviews the interviewer uses structured and unstructured interview

Structured interviews involve the use of a set of predetermined questions and of highly standardised techniques of recording while in unstructured interviews it do not follow a system of pre-determined questions and standardised techniques of recording information.

Telephone interviews method consists in contacting respondents on telephone itself. It is not a very widely used method but plays important part in industrial surveys particularly in developed regions.

It is more flexible in comparison to mailing method.

1. Observation method is the most commonly used method specially in studies relating to behavioural sciences. If observation is done accurately, subjective bias is eliminated. The information obtained under this method relates to what is currently happening. This method is independent of respondent willingness to respond and as such is relatively less demanding of active cooperation on the part of respondents as happens to be case in the interview or the questionnaire method.

Observation method is an expensive method. The information provided is very limited.

1. Questionnaire method: this method of data collection is quite popular, particularly in case of big enquires. It is being adopted by private individuals, research workers, private and public organisations and even by governments. In this method a questionnaire is sent to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms.

The Method of collecting data by mailing the questionnaires to respondents is most extensively employed in various economic and business surveys. Respondents have adequate time to give well thought out answers. Large samples can be made use of and thus the results can be made more dependable and reliable. It can be used only when respondents are educated and cooperating. This method is likely to be the slowest of all.

Before using this method, it is always advisable to conduct ‘pilot study’ for testing the questionnaires.

**EXAMPLES OF QUALITATIVE DATA ARE:**

1. The cake is orange, blue and black in colour.
2. Females have brown, black, blonde and red hair.
3. The colour of eye in humans can be brown, black.
4. Socio economic status
5. Extracts from Interview transcripts
6. Extracts from field notes.

**QUANTITATIVE DATA COLLECTION**

Quantitative research methods describe and measure the level of occurrences on the basis of numbers and calculations. Moreover, the questions of “how many?” and “how often?” are often asked in quantitative studies. Accordingly, quantitative data collection methods are based on numbers and mathematical calculations.

Quantitative data collection methods are based on random sampling and structured data collection instruments. Findings of quantitative studies are usually easy to present, summarize, compare and generalize.

**EXAMPLES OF QUANTITATIVE DATA ARE:**

1. There are 4 cakes and 3 muffins kept in the basket.
2. 1 glass of fizzy drink has 97.5 calories.
3. The new baby weighs 3.5 kg.
4. Johnson is 6ft tall.
5. A jug of milk holds one gallon.