QUESTION

READ ABOUT DATA COLLECTION METHOD

At the end of the end of your reading you should summarise the following in maximum of 6 typed pages

1. Qualitative data collection methods with relevant examples.
2. Quantitative data collection method with relevant examples

ANSWERS

What is Data Collection Method?

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 outcomes. Data collection methods can be divided into two categories:

* Primary methods of data collection
* Secondary methods of data collection.
1. Primary Data Collection Methods

Primary data collection methods can be divided into two groups: **Quantitative and Qualitative.**

* Quantitative data collection method:

They are based in mathematical calculations in various formats. Methods of quantitative data collection and analysis include questionnaires with closed-ended questions, methods of correlation and regression, mean, mode and median and others.

Quantitative methods are cheaper to apply and they can be applied within shorter duration of time compared to qualitative methods. Moreover, due to a high level of standardization of quantitative methods, it is easy to make comparisons of findings.

* [Qualitative data collection method](https://research-methodology.net/research-methods/qualitative-research/);

 On the contrary, do not involve numbers or mathematical calculations. Qualitative research is closely associated with words, sounds, feeling, emotions, colors and other elements that are non-quantifiable.

Qualitative studies aim to ensure greater level of depth of understanding and qualitative data collection methods include interviews, questionnaires with open-ended questions, focus groups, observation, game or role-playing, case studies etc.

## **Secondary Data Collection Methods**

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc.  There is an abundance of data available in these sources about your research area, in business studies, almost regardless of the nature of the research area. Therefore, application of appropriate set of criteria to select secondary data to be used in the study plays an important role in terms of increasing the levels of research validity and reliability.

These criteria include, but not limited to date of publication, credential of the author, reliability of the source, quality of discussions, depth of analyses, the extent of contribution of the text to the development of the research area etc.

1. **Qualitative data collection methods with relevant examples**

Qualitative research is a type of scientific research. In general terms, scientific research consists of an investigation that:

* + Seeks answers to a question
	+ Systematically uses a predefined set of procedures to answer the question
	+ Collects evidence
	+ Produces findings that were not determined in advance
	+ Produces findings that are applicable beyond the immediate boundaries of the study

Qualitative research shares these characteristics. Additionally, it seeks to understand a given research problem or topic from the perspectives of the local population it involves. Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations.

* What can we learn from qualitative research?

The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue – that is, the often-contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals. Qualitative methods are also effective in identifying intangible factors, such as social norms, socioeconomic status, gender roles, ethnicity, and religion, whose role in the research issue may not be readily apparent. When used along with quantitative methods, qualitative research can help us to interpret and better understand the complex reality of a given situation and the implications of quantitative data.

Although findings from qualitative data can often be extended to people with characteristics similar to those in the study population, gaining a rich and complex understanding of a specific social context or phenomenon typically takes precedence over eliciting data that can be generalized to other geographical areas or populations. In this sense, qualitative research differs slightly from scientific research in general.

**Examples;** Grouping data where they belong will result a type of QUALITATIVE DATA COLLECTION i.e.

* The cats have orange, black, brown or white fur
* The boys have red, blonde, black or brown hair.
1. **Quantitative data collection methods with relevant examples.**

Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

The goal in conducting quantitative research study is to determine the relationship between one thing [an independent variable] and another [a dependent or outcome variable] within a population. Quantitative research designs are either **descriptive** [subjects usually measured once] or **experimental** [subjects measured before and after a treatment]. A descriptive study establishes only associations between variables; an experimental study establishes causality.

Its characteristics include;

* The data is usually gathered using structured research instruments.
* The results are based on larger sample sizes that are representative of the population.
* The research study can usually be replicated or repeated, given its high reliability.
* Researcher has a clearly defined research question to which objective answers are sought.
* All aspects of the study are carefully designed before data is collected.

**Examples;**

* The cake was 50 percent chocolate and 50 percent vanilla
* There are five brown cats and three black cats.