**QUESTION**

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

**ANSWERS**

**DATA COLLECTION METHODS**

1. **QUALITATIVE DATA COLLECTION METHOD**

This method relies on thick verbal description of context being studied of which very little is known and as such it answers questions about those contexts in the participants perspective.

**TYPES OF QUALITATIVE DATA METHOD**

1. In-depth interviews ; key informant interview
2. Focus group discussion
3. Observation ; participant observation, checklist, mapping
4. Document review/analysis
5. **INTERVIEW**

They are useful qualitative data collection techniques that can be used for a variety of purposes and they are most appropriate for situations in which you want to ask open ended questions that elicit depth of information from the participant(s).

For example; In general, how would you define self-directed support?

There are 2 types;

1. **Structured interview**: has a predetermined set of questions.

Advantages

* Allows for data collection control
* The data are comparable since the questions are the same
* It is time efficient
* Easy to synthesize and analyze

Disadvantages

* There’s decrease in unexpected responses
* Bias may occur since the interviewer’s goal may influence the data collection

1. **Informal interview**; it goes with the flow of the conversation and creates impromptu questions, but the researcher must be able to direct the conversation to focus on the desired topic.

Advantages

* T can prevent biases
* It is able to produce unexpected information

Disadvantages

* The data cannot be generalized of comparable
* It takes time to conduct and analyze

1. **FOCUS GROUP DISCUSSION**

It is an interview of approximately 6-12 people in a group discussion who share similar characteristics or common interest. The facilitators guide the group based on a predetermined set of topics.

For example: Today’s topic is “your product”. W hat do you like best about this specific product?

Advantages

* It can gather information from different perspectives in one session
* It may help participants feel less fearful about being evaluated
* It can be structured or informal
* It is quick and easy to set up

Disadvantages

* Susceptible to facilitators bias
* Data analysis is time consuming and need to be well planned in advance
* The responses can be extreme and result in compounding problems
* There’s less time for participants and fewer questions asked
* Participants are less likely to disclose personal information
* Participants may not share their opinions if they believe that they are minority

1. **OBSERVATION**

It is one of the most common method and it also the most demanding. It requires that the researcher be involved in the culture or context being observed. Participant’s observation may take as long as months or years of intensive work because the researcher will need to be accepted as a natural part of the culture in order to assure that the observations are of natural phenomenon.

Advantages

* It is necessary for situations where participants may not be able to accurately report their experiences
* It is useful for exploring topics that the participants may be uncomfortable discussing
* Unusual details can be noticed during observation

Disadvantages

* All data may not be used due to confidentiality
* Participants behavior may be influenced by the presence of the researcher
* The researcher may not have good attending and observing skills

1. **DOCUMENT REVIEW**

It involves the collection of public documents (news papers, minutes of meetings, official reports) or private documents (journal/diary, letters, e-mail) so as to collect data.

Advantages

* Information are obtained in the participants own words
* It can be accessed at the researchers’ convenience
* It saves time and expense of transcribing

Disadvantages

* The information may be protected or unavailable for private or public access
* The information may be difficult to find
* Materials may be incomplete
* The documents may not be accurate

**QUANTITATIVE DATA COLLECTION METHOD**

Quantitative data is data that can be counted or expressed numerically. It is commonly used to ask “how much” or “how many” and can be used to study events or levels of occurrence. Because it is numerical in nature, quantitative data is both definitive and objective. The method of data collection solely depends on the sampling technique.

**TYPES OF QUANTITATIVE DATA METHOD**

1. Experimenting or conducting clinical trials
2. Surveys (example; face-to-face interviews and questionnaires used to collect numerical data by using closed-ended questions)
3. Observing or recording well-defined events (e.g., the number of visits patients make to a doctor’s office each year)
4. Audio and visual materials
5. Obtaining data from a management information system.
6. Tests
7. **SURVEY**

A survey solicits information from people e.g., Gallup pools, pre-election polls, marketing surveys. The response rate (i.e., the proportion of all the people selected who complete the survey) is the key survey parameter. Survey can administered through; personal interview, telephone interview and self administered questionnaire.

1. **Interviews**: It begins with the assumption that the participants’ perspectives are meaningful, knowable and can be made explicit and that their perspectives affect the success of the project.

For example; were you born in 2020?

Types of interview

* Structured /standardized interview: the researcher asks a standard set of questions and nothing more. He also follows a specific format with the same line of questioning.
* Face-to-face interview: it is the most frequently used method and it enables the researcher to establish rapport with potential participants and therefore gain their cooperation
* Telephone interview: It is conducted by experienced interviewers who are skilled at building rapport with their respondents. It may be biased

1. **Questionnaires**: It is aimed at extracting data from respondents amd it serves as a standard guide for interviewers who need to ask the questions in exactly the same way.A questionnaire makes use of a rating scale (it is useful when a behavior is to be evaluated on a continuum) or a checklist ( it is a list of characteristics or other entities that the researcher is looking for).

For example; at what time do student nurses report for duty?

30 minutes before time ( ) b. On time ( ) c. 30 minutes after time ( )

Types of Questionnaire

* Paper-pencil questionnaire: it can be sent to a large number of people and saves the researcher time and money. Most people who receive the questionnaires do not return them
* Web-based questionnaire: it uses internet based research and its quicker but less detailed
* Self-administered questionnaire: it may be distributed through mail, magazines, newspaper inserts, filled out and administered by the respondents themselves which is returned via mail to the researcher

1. **EXPERIMENTATION**

It empirically analyses the effect that a change in a market variable that can be controlled has on another variable that cannot be controlled for example; the study of the effect of a price change by a brand on the brand’s market share.

1. **OBSERVATION**

This can also be used as in the qualitative methods. It is a way of gathering data by watching behavior, events or noting physical characteristics in their natural settings. This might involve taking photographs of the events.

Types of observation

* Covert observation: The individuals are not aware that they are being observed. People are likely to behave naturally.
* Overt: the observation is conducted with the knowledge of those being observed.
* Direct observation: when you watch interactions, processes or behavior as they occur. For example; observing as a teacher is teaching a lesson from the curriculum to determine whether they are delivering it with fidelity
* Indirect: when you watch the results of the interaction, process or behaviours. For example; measuring the amount of food left by students in a school cafeteria to determine whether a new food is acceptable or not.

1. **TEST**

They are instruments designed to measure knowledge, aptitude, and intelligence. It may require respondents to choose among alternatives like selecting a correct or an incorrect answer to cluster choices into like groups, to produce short answers or to write extended responses