1a. Face-to-Face Interview. Face-to-face interview is a data collection method when the interviewer directly communicates with the respondent in accordance with the prepared questionnaire. ... Face-to-face standardised / semi-standardised interview is a quantitative research tool

Advantages include ;

a. It is cheaper

b. It saves resources

Disadvantages include;

a. It is stressful

b. You meet a lot of rude people

1b. When conducting postal interviews, the surveys are sent to the respondents with letter post. One advantage of postal interviews is that you can attach the product or communication material that you want tested. Hereby, the respondents can relate to the specific material, while they answer the survey, which is not possible with a method like a phone interview.

Advantages include;

a. It is stress free

b. No need to get rude replies

Disadvantages include;

a. The respondents may not reply

b. The respondents may waste your time

1c. This type of interviews are done over a phone call. This is done by placing a call to the respondents and asking them brief questions that would help in your research.

Advantages include;

a. No stress attached

b. People get to answer honestly

Disadvantages include;

a. Airtime cost may be high

b. Some people may not pick the calls

2.A Focus Group Discussion (FGD) is a qualitative research method and data collection technique in which a selected group of people discusses a given topic or issue in-depth, facilitated by a professional, external moderator.

3. The outlines are;

i. Select a research topic and define the topic

ii. Review the literature

iii. Specify the data required

iv. Evaluate the secondary data

v. If a secondary data

▪ Gather desired data

If primary data

▪ Choose primary data collection

▪ Plan primary data collection

▪ Design the data collection instrument.

▪ Collect desired data.

vi. process and evaluate the data

vii. interpret result and draw conclusion

viii. formulate recommendation

ix. prepare and present findings.

4a. Identification of experts on a particular topic

b. Determination of methodologies used in past studies of same topics

c. Identification of Key questions about a topic that needs further research

d. Assessment of a current state of research on a topic