(1)

Face to Face interviews: is a data collection method by which the interviewer directly communicates with the respondent in accordance with the prepared questionnaire.

Advantages

1. Accurate screening: Face-to-face interviews help with more accurate screening.
2. Keep focus: The interviewer is the one that has control over the interview and can keep the interviewee focused and on track to completion.
3. Capture’s emotions and behaviors: Face-to-face interviews captures the individual’s emotions and behaviors.
4. It’s cheaper and it saves resources

Disadvantages

1. Introvert nature: Not everyone feels comfortable doing interviews.
2. Time-consuming: A group interview, unlike the telephone and the in person interview, it takes more time to conduct.
3. It is costly.

(B) Postal Interviews: is a data collection method by which the surveys are sent to the respondents with letter posts.

Advantages

1. It is cheap
2. It is quick to obtains results
3. It is often a large sample
4. Trends are easy to identify

 Disadvantages

1. Low response rate
2. Participant cannot ask about confusing questions
3. Dishonest answers
4. Participants may have hidden agendas
5. Telephone Interviews: is a data collection method when the interviewer communicates with the respondent on the telephone in accordance with the prepared questionnaire.

Advantages

1. It is cost and time effective
2. It provides flexibility to the interviewers
3. The interviewer has control over the order of the questions
4. The interviewer can decide the place for an interview

 Disadvantages

1. provide less anonymity
2. There is a lack of accessibility to respondents
3. Network conditions there might be bad reception/ credit could run out during the interview
4. Behavior and body language cannot be observed

Focus Group Discussion: 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. It is used for an in-depth understanding of social issues. It is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest.

(3)

Select a research topic and define the topic

1. Select a research topic and define it
2. Review the literature
3. Specify the data required
4. Evaluate the secondary data

If a secondary data

1. Gather desired data

If primary data

1. Choose primary data collection
2. Plan primary data collection
3. Design the data collection instrument.

 Collect desired data.

1. process and evaluate the data
2. interpret result and draw conclusion
3. formulate recommendation
4. prepare and present findings.

(4)

1. It provides foundation of knowledge on topic.
2. It identifies areas of prior scholarship to prevent duplication and give credit to other researchers.
3. It identifies inconstancies: gaps in research, conflicts in previous studies, open questions left from other research.
4. It identifies need for additional research (justifying your research).
5. It identifies the relationship of works in context of its contribution to the topic and to other works.
6. Place your own research within the context of existing literature making a case for why further study is needed.