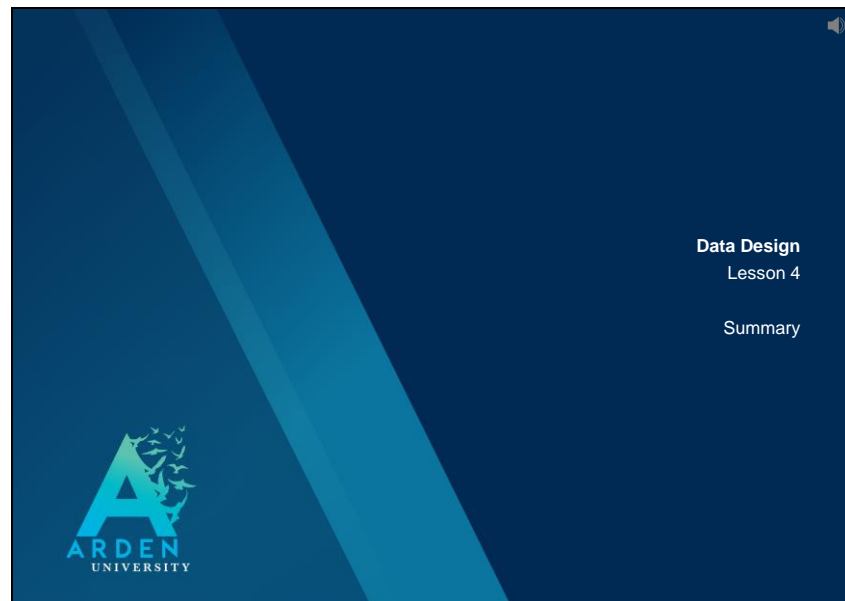


Slide 1




This short presentation will summarise and demonstrate how the objectives laid out at the beginning of the lesson have been met throughout.

Slide 2




So let us consider how the objectives have been met and what we have learned throughout this lesson.




Objective 1 – Understand the differences between deliberate and automated data collection tools

- Both are designed to collect data
- Automated tools are designed to require little or no input once set in motion
- Deliberate tools require researcher input
- Each has its own set of strengths and weaknesses
- Each is useful in different contexts, selecting the correct one for a given purpose is important




Objective one was to understand the difference between deliberate and automated data collection tools, and we have learned that both are designed to collect data, where automated tools are generally designed to require little or no input once set in motion. We discovered that automated tools come in a variety of different formats and that sometimes their application can be a little broader than you would get from a deliberate data collection tool. We also learned that deliberate tools tend to require greater researcher input throughout the process, as well as just at the beginning during the design. We have explored the relative strengths and merits of each of the approaches and we have learned that they have different applications in different context, but that broadly speaking deliberate data collection is probably better for trying to understand social phenomena.




Objective 2 – Evaluate strengths and weaknesses associated with deliberate collection tools

- Focus and richness of data
- Captures social phenomena more effectively
- Can be more focused
- Time-consuming and can be expensive
- Difficulties in gathering large datasets
- Increased potential for error and bias




Objective two is to evaluate the strengths and weaknesses associated with deliberate collection tools specifically and we considered that the focus on a topic and the richness of the data and information that can be gathered is a real benefit of a deliberate data collection tool. We considered that it helps to capture social phenomenon much more effectively than an automated tool could. However, there is still value in some of the automated approaches within this context. We also considered that deliberate data collection tools can be more focused, it is not always the case, but we can drill down into more specific areas. However, we also learned that they can be somewhat time consuming and can be expensive to employ, and probably the larger and greater impact in terms of a broader business application is that there can be difficulties in gathering large data sets, so creating a representative population can be hard. There is also the increased potential for error and bias within the process due to the significant amount of researcher input.




Objective 3 – Design, construct and evaluate surveys

- Explored approaches to surveys
- Considered strengths and drawbacks of the approach
- Opportunity to explore online survey tools
- Created and critiqued small surveys




Objective three was to design, construct and evaluate surveys, and we have explored different approaches to surveys and we have considered the strengths and drawbacks of the survey approach itself. We have had an opportunity to look at online survey tools and the way that they can be employed, and you have had an opportunity to create a tool and then to critique it within your peer group.



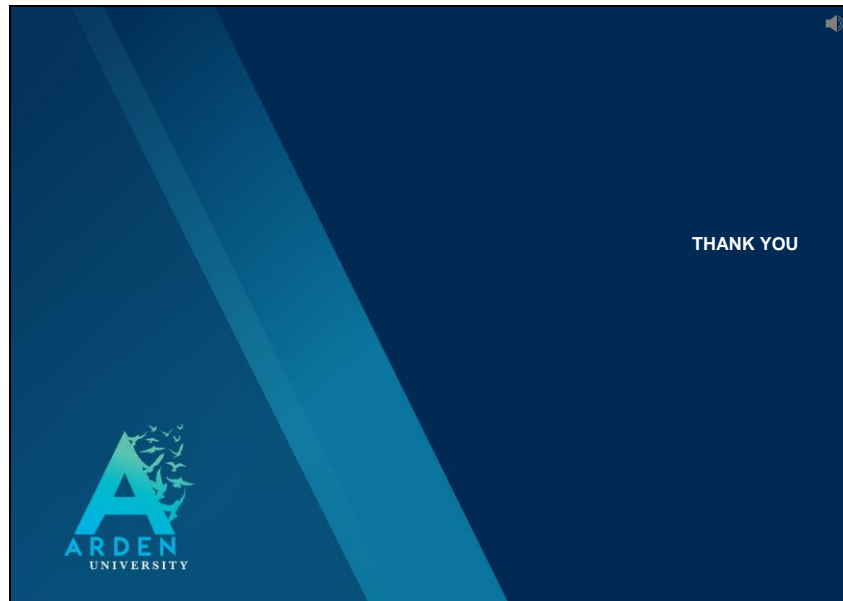
Objective 4 – Critique interview methodology

- Explored interview methodologies
- Considered strengths and weaknesses of different approaches
- Identified and justified a suitable approach for a selected topic



Finally, objective four was to critique the interview methodology, and again we explored different approaches to interviews both through content and through wider reading and activities, and you had the opportunity then to consider those strengths and weaknesses as part of that critique and to identify and justify a suitable approach for a selected topic.

Slide 7



So having worked through all the activities in this lesson do not forget to go back and revisit them and use them as a learning opportunity as you move through the rest of the module.

Thank you.