

Techniques

1. Observe
 - a. Collect data unobtrusively (watching, passive, etc.)
 - b. Qualitative or quantitative
2. Surveys
 - a. Asking people directly (interviews, questionnaires, censuses, etc.)
3. Experimentation
4. Use data from someone who has already done one or multiple of the above

Sourcing:

1. API
 - a. http requests
2. Webscraping