

# Data gathering method

Ch 8

1. Set goals
2. Identify participants
3. Maintain professional relationship with participants
4. Triangulation
  - a. Using different techniques to find overlaps/more information
5. Pilot studies

## QUESTIONNAIRES

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Tips:

- Start with easier, demographically oriented questions
  - o Can also ask about level of experience
- Divide longer questionnaires into sections
- Mix negative and positive questions to understand participant intentions
- Mix open and close ended questions
  - o Be clear but concise (avoid ambiguity/confusion as we can't explain questions)
- Use ranges for more personal data (age)
  - o Don't let them overlap
- Use scales to gather information about opinions attitudes beliefs
  - o Gather pool of key short statement
  - o Decide on scale (relevant to detail of answer wanted)

Advantages:

- More data gathered as it's distributed to large num of participants (that may have been inaccessible)
- No need to use excessive resources
- Collects "demographic data and users' opinions"

Why online questionnaire

- Offer immediate data compilation
- Utilize interactivity
  - o Dropdowns, radio buttons, check boxes, graphics, etc.
- Offers faster response rates (easier to type/click answers than write)