Gathering data for your research
practical tips and advice in plain english

what kinds of questions do you want your research to answer?

Ask yourself

What type of data do you want - quantitative, qualitative, or both?

How much data do you want or need?

Do you want a lot of **control over the data** you collect?

How much do you need to **control the ethical aspects** of the data?

Do you have requirements for **how the data needs to be displayed**?

People and Data

Questionnaires
- How many Questions?
- What sort of Questions?
- Open versus Closed?
- Advantages and disadvantages of multi-choice and Likert Scales

Interviews and Focus Groups
- Probe don't Prompt
- Recording and Precising
- Managing people in focus groups
- Keeping the conversation focused

Gathering the data
- Interviews
- Focus Groups
- Questionnaires
- Observation

Getting the Participants
- Demographics
- Ethics
- Sampling and Grouping

Observation
- In a controlled environment or an open environment
- In real life or online
- Sampling and control groups

research paradigms
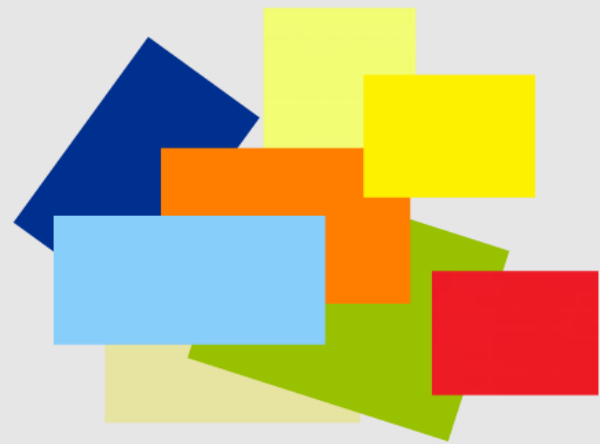methodology

research design
methodology   methods!

Plan
- paradigm
- design
- methodology/method
- gather data
- analysis

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paradigms

methodology

research
design

methodology methods!

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methodology/method
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