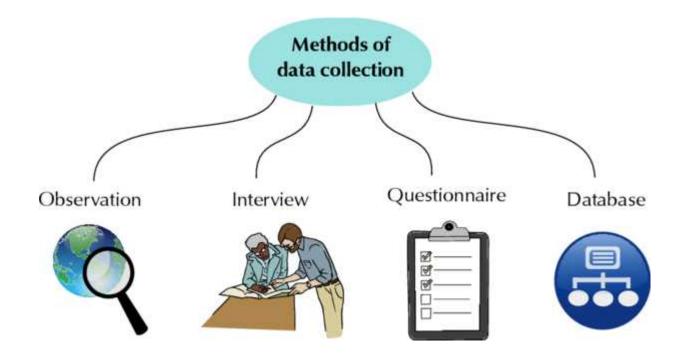
Methods of Data Collection



Learning Objectives

- To know about various methods of collecting information
- 2. To learn about personal observation, telephonic interview and mail questionnaires.
- 3. To decide which method is suitable depending on the purpose and the situation
- 4. Develop a Mail Questionnaire

Gathering Information

Methods

- Personal observation
- 2. Telephone Interview
- 3. Personal Interview
- 4. Mail Questionnaire



Personal observation

- Seeing with a purpose.
- Chief source of 1st hand information
- Recognizing & Recording information
- Forming Mental Impression -Controlled (create an environment) Uncontrolled (view things as they are).
- Expensive, slow, can't be used for all.

Telephone Interview

- Information is of routine nature
- Good for brief answer only
- Small number of people to be contacted
- Saves time on traveling

Challenges

- Feedback is not effective
- Information may not be representative
- Less time for orientation

Personal Interview

- Conversation with a purpose
- To obtain qualitative data
- To supplement the information collected through other methods
- More freedom/flexibility to change the general strategy of asking questions as the session progress
- To have a feel of the answers so as to draw better inferences

Personal Interview

Disadvantages:

- Large number of people can't be contacted
- Time consuming
- Difficult to collect information in a structured way as you open different areas of discussion
- Requires skills to keep the discussion on the track
- Interviewee's prejudices, his mood and his image of you (professional rapport) may influence his responses.

Personal Interview Preparation

- Get an appointment
- Be clear with purpose
- Pen, tape etc.
- Visualize opening
- Dress appropriately
- Reach on time

- Get prior permission for recording
- Be ready with a strategy
- Prepare a list of questions (open ended)
- Last question

Conducting the Interview

- Briefly explain the purpose
- Motivate the interviewee
- Ask questions in a friendly way
- Ask easy to answer questions at the beginning
- Be accurate in recording information
- Don't enter into an argument
- Assume a subordinate position
- Avoid too many interruptions
- Avoid embarrassing questions

Conducting the Interview

- Indicate the closing of the interview by summarizing the outcome
- Assure the interviewee of confidentiality of the information
- Thank him/her for his/her response
- Keep the lines of communication open
- Give an indication that you will send the copy of the report

Questionnaires

- To survey large number of people
- Mail a questionnaire to all members
- Save times
- Covers a wide geographical area

Advantages

- Convenient for the respondent
- Chance to deliberate and look up information
- Bias of interviewer is eliminated
- Reach a specific segment of population
- Respondent need not be identified
- Questions can be standardized

Disadvantages of Questionnaire

- Difficulty in securing replies in certain cases.
- In case response is small, data collected, does not give a true picture.
- •Representative sample may not be obtained.
- Cannot ask the respondent why he gave a particular response.
- Person's inability to understand 'skip-and-jump' questions generates a flawed response
- Incomplete/half filled questionnaires difficult to evaluate

While preparing Questionnaire

- Be focused and relevant
- Short and objective
- Arrange the questions logically
- Give the respondent less writing task
- Leave space for answers
- Do not repeat the questions

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While preparing

Provide clear instructions: the respondent should know what exactly he wants to answer.

For example the question: Do you watch movies regularly?

can be rephrased as: How often in a month do you watch movies?

Avoid questions which lead the respondent to favorable response only.

- Do you fly with Jet Airways?
- Which Airways you fly often with?

- Keep the questionnaire short and easy to answer
- People are running short of time. They should be able to complete the questionnaire in about 10-15 minutes.
- Provide enough space to express the opinion.
- Ask only one question at a time.
- Avoid embarrassing questions which may hurt pride or ego of the respondent

Question type

Open-ended

How would you describe the customer service of Airtel?

Closed-ended

Do you think Airtel provides one of the best cellphone services in India?

Yes ----

No ----

Dichotomous

■ Is death sentence ever justified?

Yes/No

Given an opportunity, will you undergo the training?

Yes/No

Multiple choice (Closed-ended)

Which description best fits to describe the quality of mobile services? (choose only one)

- A. Uninterrupted incoming and outgoing anytime from anywhere
- в. Cheaper call rates
- c. Less rental more talk value
- D. Poor filtering

Rating Scale (Closed Ended)

Respondent is required to rate something on a given scale. Rating parameter is also required in such questions.

Rate the Hospitality services of Hotel Hyatt Regency on a scale of 1 to 5 where 1= Good, 2= Very Good, 3= Average, 4= Above Average and 5= Excellent.

Ranking (Closed-Ended)

Rank the following cell phone services in terms of their service and cost effectiveness (1-4 most preferred to less preferred).

Tata Docomo -----

Airtel -----

Reliance -----

MTNL -----

Checklist

Which cell phone services you think maintain more

or less equal standard?

1. Vodafone -----

2. Airtel ----

3. Reliance ----

4. BSNL -----

Short-answer (Open-Ended)

Write about your experience of attending the Student orientation programme of BITS Pilani?

Fill in the blank (Open-Ended)

Which brand of toothpaste do you use?

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Summing Up



Personal Observation



Personal Interview



Telephonic Interview



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Thank You!