DATA Collection (DATA 1201)

Data Collection Plan (20%)

Objective: The objective of this assignment is to enable students to develop a comprehensive data collection plan for a research study or project. The plan should outline the data collection methods, tools, procedures, and ethical considerations required to gather high-quality data for analysis and insights.

Design a data collection plan for a hypothetical research study or project.

Clearly define the research topic or project and outline the specific objectives or research questions that your data collection plan aims to address.

The plan should address the following key components:

1. **Data Collection Methods** (primary, secondary): Describe the data collection methods you intend to employ in your study. Common data collection methods include surveys, interviews, observations, experiments, existing data analysis, and case studies.
2. **Target Population and Sampling Technique:** Identify the target population or participants of your study. Explain the sampling technique you will use to select a representative sample, ensuring it reflects the characteristics of the larger population.
3. **Data Collection Procedures:** Describe the process you will use to collect data. Highlight any potential challenges and how you plan to address them.
4. **Data related**- type of data collected, data format, metadata, data storage etc
5. **Data Privacy and Ethics**: Address ethical considerations related to data collection, such as informed consent, anonymity, confidentiality, and data storage.
6. **Data security**- highlight if there any related concerns
7. **Data Validation and Quality Control**: Discuss how you will ensure the accuracy and validity of the data collected. Detail any quality control measures you will put in place during data collection to minimize errors and biases.
8. **Data Analysis:** Provide a brief overview of the data analysis methods you plan to use to derive meaningful insights from the collected data. Mention any specific software or tools you will use for data analysis.
9. **Data value chain**- Who will find the data useful/ How can businesses use the data
10. **Limitations:** Acknowledge and discuss potential limitations of your data collection plan. These may include sample size constraints, time limitations or other factors that could impact the study's validity and generalizability.

Feel free to include any other aspect as relevant to your research question. While this assignment is hypothetical, it should be designed with practicality and real-world applications in mind.

Format and Submission Guidelines:

Your data collection plan should be **well-organized, clear, and concise**. It should be submitted in a document format (e.g., Microsoft Word or PDF) with proper headings and subheadings for each section. Ensure to cite any references used in APA citation style.

1. 5–10-page report
2. In class presentation 5 minutes (Optional)

Assessment Criteria: Your assignment will be evaluated based on the following criteria:

1. Clarity and coherence of the data collection plan.
2. Appropriateness of the data collection methods chosen.
3. Demonstrated understanding of ethical considerations and data quality issues.
4. Critical thinking and creativity in addressing potential challenges and limitations.
5. Conclusion- how does the proposed plan addresses your research question.