**Week 5 Lecturecast: Interviews and Survey Design**

In-depth interview is an example of qualitative research method. Asking the right questions can help collect meaningful data. For example, an interview with a subject matter expert can give in-depth information about that topic.

Survey Design

Surveys can be sent online with the advancement of technology and makes them very easy to access. There should be a balanced mix of open-ended and closed-ended questions in a survey

Pre and Post-Testing and Analysis

Measuring a system before changes and after implementation helps to identify any changes

Applications of Pre and Post-Testing and Analysis

* Comparing the quality of a site content.
* Measuring the effectiveness of advertising and other promotional content.
* Measuring the effectiveness of changes in a process.
* Measuring customer/employee satisfaction after a change.
* Evaluating the overall results of a site’s face-lift.

Analysis

Statistical tests are useful to measure the difference between old and new when the data collected is numerical e.g clicks through a website. For qualitative data such as opinions, analysis will be based on asking the right questions and interpreting the responses.