In order to collect data, I will utilise surveys/questionnaires and interviews as my main data collection techniques. With my solution being related to study habits and productivity, these two techniques would best suit my circumstances.

Surveys and questionnaires are less expensive and time-consuming than other data collection techniques and allows for the collection of data on a broad range of things from a range of different people. Through this, there isn’t any bias present that might occur from only surveying people I know, such as only surveying students that attend GWSC and are my age. Surveys and questionnaires can also have a target audience which in my case would be students. This allows for the data collected to be relevant to my topic. In surveys and questionnaires, questions can be structured to expect quantitative data by using multiple choice or scaled responses such as rating your satisfaction with your current study habits and can also be structured to collect qualitative data by using open-ended questions such as naming study methods you use, which allows for a wide range of possible questions to be asked. The possibility for quantitative data allows for responses to be processed and analysed easily, while the qualitative data allows for more detailed responses.

The second method of data collection I will use are interviews. Interviews, while more time-consuming than surveys and questionnaires, will provide more detailed data than other forms of data collection. Similar to surveys and questionnaires, a wide range of questions can be asked and a target audience can be selected. By being present with the participant, I can ask for a previous answer to be further explained and expanded on, resulting in more detailed questions to ask and more rich responses from real, potential users. They also are more reliable than online surveys and questionnaires as the anonymous nature of surveys/questionnaires can result in some individuals not filling it in properly and can result in responses from individuals that are not part of the target audience.

The alternative to these data collection methods are observations. This method is unsuitable for my topic as I can’t observe how effective a study habit is by looking at students. From observation, I don’t know anything about the person and thus, can’t gather any information such as their preferred style of studying, how effective it is, and their opinions on my solution. Although it is possible to time the length of a person’s study session, doing this would be extremely time-consuming as some students study for hours on end.

Online surveys and questionnaires are anonymous and don’t take any personal information from the respondents (unless you require them to). The questions asked in the survey/questionnaires and interviews will not expect answers that can be used to identify the individual such as asking what their name is. In interviews, any personal data collected will be de-identified and will not be published. To protect the raw data obtained, the responses will be recorded/retained, only be accessible by the researchers involved in the project and will be regularly backed up.

The data gathered from surveys/questionnaires and interviews will be analysed to figure out the more about the target audience - what problems they encounter when trying to study (procrastination, feeling overworked etc.), their personal preferences regarding studying, how effective their study habits are for them, their attitude towards studying etc. From this, I can adjust my solution to suit their needs.