

**Data Collection & Data Quality
Report
On
Interviews**



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Sampling:

Sampling is a technique to select a group of people from a representative population. Sampling will be representing the results from the population and we can generalize our results to the whole population based on the sample results. Sometimes because of some particular participants who have been selected in the sample the results might vary for the population and the sample. This can be considered as a sampling error (Alan Bryman). While selecting a sample, sampling bias should be taken into consideration. Sampling bias is considering or selecting a group of people who are have some particular characteristics. Sampling bias is usually considered as a result of a poor sampling.

Types of Sampling Techniques:

They are two types of sampling techniques. One is “Probability Sampling”: It is a technique based on probability. It means each individual from the population has the same probability to be included into the sample. And another is “Non-Probability Sampling”: It is completely a judgment based sampling technique.

Simple Random Sample: This is an example of probability sampling. It is a process where the individual is selected from the population randomly. It is an independent technique where all the individuals of the population have the equal probability to be included in the sample. The importance of the random sampling is its unbiased selection. Due to this the random sample is considered as a fair way of selecting a sample from the population. This also helps the sample to represent the entire population accurately. If the sample is not helping to represent the entire population accurately then it is considered as a sampling error. The main aim for sampling is to draw conclusions for the entire population based on the sampling results. One of the main drawback of the random sampling is selecting a sample for large populations. Random sampling requires the list of all the people in the population. It means the list of population should be complete and up-to-date. This makes difficult during the selection of the sample from a large population (sharma, 2017).

Quota Sampling: It is a non-probability sampling. This is used to study a different group of people who are directly proportional to the population. In an example we can consider of study of the differences for male and female students. This will be helping the groups to represent themselves in the population and it also ensures that the groups are not over represented. Quota sampling is easy to carry out and very quick compare to the probability random sample where it needs the entire list of the population to carry out. This makes much easier for the researcher who wants to sample the population based on the groups. On the other side as the sample is not been selected from the probability the would be a change of sampling error which would be difficult to determine. If the population is being divided into two groups and sample is been selected from the two groups, it would be difficult to determine an individual who does not belong to either group. If the groups are being selected on the mutual exclusive, it increases the for the number of groups and it also increase the research cost and time (sharma, 2017).

Snowball Sampling: It is a non-probability sampling. Snowball sampling is also called as chain sampling. It is a technique where the existing sample will be selecting a new individual whom needs to be included in the sample from their respective population. So it is referred as a growing snowball. The sample will be gathering enough data which is required for the research. This

technique is often used in the hidden population which are difficult to access. Due to this sampling technique it is sometimes easy to gather information or include an individual into the sample who are difficult to access. As the technique, it will be difficult to calculate the sampling error and sometimes the results from the sample may not accurate for the entire population (sharma, 2017).

Data Collection: The task which has been performed during the exercise is semi-structured interview. During a semi-structured interview, the interviewer will be having a specific types of topics to ask from the interview guide. The interviewee will be answering the questions according to his wish and his knowledge on the question. The semi-structured interview questions do not have any order they can be in a random sequence from the interview guide at a random time (Michael D. Myers, 2007). New questions can also be asked based on the answers given by the interviewee is leads to an interactive communication and help to gather all the necessary information. Towards the end of the interview the interviewer will be checking if all the questions from the interview guide is been asked to the interviewee. The pattern of the questions will be changing to interviewee to interviewee based on the answers which the interviewee will be giving (Alan Bryman).

The exercise which has been taken place as a set of questions which describe a basic questions of a person and we need to formulate two new questions based on the conversation which will be taken place. The questions which are been formed at the starting are basic questions which have name, schooling and the basic information of the person. And the two formulated questions were also covering the basic information and with respective to the answers given for the basic questions.

At the first time, I was playing as an observer and I was observing how my friend was asking questions and another friend trying to answer. Also during the observer role, I have seen how to build a conversation and got a taught how it can be improved. Also got an impression that the pattern of the questions is not that much important to build the conversation which was also stated in the book (Alan Bryman).

In the next step, I was playing as an interviewer, and this is very new to me. I can say that from that role I have learnt a lot of things. At the starting step, I learnt how to be formal in building conversations and asking personal questions. I learnt how to build the questions on the answers which were given by the interviewee and take the conversation really long and interesting and get all the important information. As the example given in the book (Alan Bryman). Where the interviewer is focused of getting all the information about the firm, by meeting different kind of people of the firm and finding all the problems they are facing. In my case as the interviewer, I was mostly collecting the information about one person and his personal details.

Next, as an interviewee, I felt that it is not new for me has I have been part of many interviews but this time it was different as my friend is in the role of interviewer. However, we started the interview in a formal way and had a very good formal conversation. The interviewer tried to build some questions based on the answers which I have given and tried to get more and more information from me.

Trustworthiness:

For the Quantitative and Qualitative research trustworthiness is calculated on different scales. For the quantitative we can scale it as validity and reliability. And for the qualitative we can see it as credibility and dependability.

Quantitative research trustworthiness:

Reliability: In the book (Alan Bryman). Reliability is referred to the method how consistently it is to measures something. It refers how the same result will be achieved by using the same method and circumstances. In the interviews we can measure it with the answers given by the interviewee for the same circumstances but with the different questions. If the interviewee will be giving same meaning answer for those questions we can say that the answer is reliable.

Validity: In the book (Alan Bryman). The author refers to validity as how accurately it measures which it is intended to measure. In the interview we can refer it as how results are valid to the person who is answering them. If the answers are not valid then those can't be reliable.

Qualitative research trustworthiness:

Credibility: This is used to recognize the gaps in the answers given from the interviewee and create a new question during the interview process to fill the gap of the answer and get more and more information from the interview.

Dependability: During this we can keep a note of the questions which are been asked to the interviewee and important questions from those can be updated to the interview guide so that we can reuse those question to the next interviewee which makes the interview with more and more information.

In the overall, I felt gathering more and more information will be helping the interviewer to understand what the interviewee wanted to communicate which helps to understand the interviewee better. As an example stated in (Bolderston, 2012). helping the modern health care people to treat their patients better. Due to the interviews they will be having all the necessary information of the patients which helps themselves for having a better treatment.

Bibliography

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