

# Methods of Data collection

There are the following methods of data collection:-

- Primary Methods
- Secondary methods

## Primary methods:-

### Primary data:

(Definition)

### Methods:

There are the following methods or tools through which the primary data can be collected:-

- Interview Method
- Questionnaire method

- Observation Method
- Survey
- Schedules

## Interview method:e

- Interviews are a direct method of data collection.
- It is simply a process in which the interviewer asks Questions and the interviewee responds to them.
- It provides a high degree of flexibility because Questions can be adjusted and changed anytime according to the situation.

## forms:e

Interview has a variety of forms including:

- face to face Interview
- Telephonic Interview
- Computer assisted interview
- Through electronic Media
- Structured Interview
- unstructured Interview
- semi structure Interview

## face to face Interview:

- In face to face interviews, the interviewer asks a series of questions to the interviewee in person and notes down responses.
- It is also called personal interview.

### Merits:-

These are the following merits or advantages:-

- It is a direct interview with respondent and clear any ambiguity in the mind of respondent.
- Researcher observes the body language of respondent and detect out the hidden things.
- It helps in asking and explaining complex questions.

### Demerits:-

These are the following demerits:-

- It has a disadvantage of geographical limitations that

cannot focus a wide range area.

- It requires high cost to train interviewers, to minimize the interviewer biasness.

## Telephonic Interview:

In this method, an interviewer obtains information by contacting people on the telephone to ask questions or views, verbally.

### Example:

Small companies conduct telephonic interviews to determine interest in new products, or measure the customer satisfaction of existing products.

### Merits:

There are the following advantages of TI:-

- Telephonic interviews are more cost effective and easier to conduct the F2F interviews.
- TI can deliver similar quality data.

- Interviews can be conducted over a wider geographic scope, even globally.

### Demerits:-

These are following Demerits:-

- Respondents have to actually answer the call and can hang up (<sup>up</sup>) at any time.
- Behaviour and body language cannot be observed.
- Interviews tend to be shorter than F2F interviews.

### Computer assisted interview:

Computer Assisted

Interviewing refers to how computers can be used in survey Questionnaire development and administration.

Instead of using a paper questionnaire, interviewees carry laptop in CAI from which they read out questions and enter answers to survey questions.

## Demerits:

There are the following disadvantages.

- They would need extra training in how to use the CATI software.

## Merit:

- Cost saving can be made.
- Results can be obtained quickly.
- Questionnaires can be improved.  
changes can be made in interviews.

## CAPI:- computer Assisted personal Interview.

Computer assisted personal Interview is a face to face data collection method in which the interviewer uses a tablet, mobile phone or a computer to record answers given during the interview.

## CATI:- Computer Assisted Telephone Interview.

CATI are an efficient way of collecting information while conducting quantitative market research. They take place on the telephone and respondent are asked questions from a pre-designed questionnaire.

## Through Electronic Media

- A media interview is a discussion involving questions and answers for the purpose of broadcast.
- It is distinct from an informational interview.

## Structured Interview

A structured interview is a systematic approach to interviewing where you ask the same predetermined questions to all candidates in the same order and you rate them with a standardized scoring system.

- This method is twice as effective as the traditional interview, reducing the likelihood of a bad hire.

### **Merits:**

There are the following advantages:-

- You can easily compare multiple candidates responses.
- It creates less stress for the interviewer to have come

### **Demerits:**

- The candidate is required to plan more in advance.
- The questions need development, review, and testing to approve and implement.

## **Unstructured Interview**

unstructured

Interview, also called non-directive interview, refers to an interview concept

without any set format in which questions are not predetermined so the lack of structure enables the interviewer to ask questions which comes to his/her mind on the spot.

### merits:

- unstructured interviews are more flexible as questions can be adapted and changed depending on the respondent's answer.
- unstructured interviews generate qualitative data through the use of open questions.

### Demerits

- It can be time consuming to conduct an unstructured interview and analyze the qualitative data.
- Employing and training interviewers is expensive, and not as cheap as collecting data via questionnaires.

# Questionnaires:

## Definition:

- A questionnaire is a preformulated set of questions to which respondents record their answers.
- They are an efficient data collection mechanism when a study is descriptive and exploratory.

## Advantages:

Time saving → The questionnaire method is the most time-saving method when trying to collect primary data.

Less expenditure → The researcher needs to spend very little money to collect data via a questionnaire.

Require less manpower:-

The questionnaire method only needs some people who can organize and

Interpret the collected data.

Data can be collected over a large area.

We can widen our area of investigation by simply sending questions via mail and requesting people to respond. It can cover a large group at the same time.

Easy to plan:-

It is easy to plan, construct and administer.

## Disadvantages:

There are the following disadvantages:-

Low degree of Reliability:-

Some people may be careless when filling out the questionnaires and the data so collected may not be completely accurate. Thus the data obtained can not be said to be completely reliable.

Non response :-

Many people on receiving the questionnaire might simply ignore it or decline to provide answers simply because they may not be interested.

Respondant may be Illiterate =>

This is the main draw back of questionnaire. if the respondent are not literate they will not be able to read the questions or provide answers.

Incomplete Answer:-

Many people when filling out the questionnaire do not provide answers to all the questions. They might answer some questions and leave other questions blank.

**Guidelines for Questionnaire design**