Creating a data collection plan in Primary Research

Introduction

- To conduct a primary research, data collection is an important process
- Where you need to define which techniques you would use such as questionnaire, interview, experiment
- The order of execution is also important: which one will be conducted first, second?
- The population: how many participants, how you divide participants to group
- The purpose of each data collection method

Example

- Questionnaires
  - Conduct a Questionnaires of 15 - 20 people
  - Number of questions from 8-12 questions
  - I will make a questionnaire with people living in Vietnam, my subjects are tech-savvy people and not tech-savvy.
- I need two sets of questions because I questionnaires two different groups of people who are tech-savvy people and who are not tech-savvy. The questions of people who are not tech-savvy, the questions will be related to the following topics: Do they know about virtual assistants?, Do they use virtual assistants? , Why they don't use virtual assistant? Questions from tech-savvy people, questions will involve the following topics: do they use virtual assistants?, why they don't use it?, People use virtual assistants for what jobs in life?.
- Purpose: Using a virtual assistant to help me have lots of data from many people, compare the answer answers between different groups of respondents.

Interview(1)

- Conduct an interview of 8 – 10 people

- Number of questions from 4 - 8 questions

- My target audience is people living in Vietnam. They can be male or female, their work is related to technology or not related to technology, they are over 15 years old.

- The questions in the interview are to answer the confusing things in the interview. For example, what is the reason why people do not use in their daily lives in Vietnam?, or What is the reason that in Vietnam, virtual assistants are not popular?

- Purpose: Conducting interviews helps me to have in-depth answers / comments. It gives me the opportunity to clarify and build things I don't know. Questions in the interview can still be changed based on the interview process.

- If interviewing older people, interview need to focus on questions regarding when using virtual assistants do they find it difficult and find out if they have an interest in using assistants Virtual. For example, How do you feel when using a virtual assistant to turn on and off lights, is it really necessary?, Have you ever used a virtual assistant?

Interview(2)

- Ask the person to make the interview

    o The interviews should still be recorded with complete information such as

    ▪ Information of the interviewee: name, age, job, gender, technology knowledge.

    ▪ Time

    ▪ location

    ▪ The content of the interview

    ▪ The results of the interview

    ▪ The results obtained and the comment of the conclusions

    o Should ask the interviewer can still use recording.

The experiment(1)

- The experiment with 7-10 experiments. The way people use VA effective or not?

- Implementing towards virtual assistants is really good in everyday life. For example, testing can perform location searches, turn on and off lights through virtual assistants, it can distinguish the language of each domain, etc and simultaneously check its stability.

- In addition to performing experiments virtual assistants on smartphones, Implementer also need to experiment or observe on different devices. For example, speakers, light bulbs, televisions, etc. support virtual assistants, the implementation on this device relates to its stability.

- Purpose: Implement experiments that help me gather data that people may not discuss honestly.

The experiment(2)

- Ask the person to make Observation and The experiment
  - Experiments and observations should be recorded with complete information such as
    - Time
    - Location
    - Content of the experiment and observation
    - The desired results
    - The results received and the comment of the experiment and observe.
  - The implementer can take pictures of the results of the experiment
  - At the same time during the experiment, there is one more person to work with.

Represent you plan with your tutor

- Your plan should be approved by the tutor to make sure it is feasible
- The tutor should provide recommendations to the student