

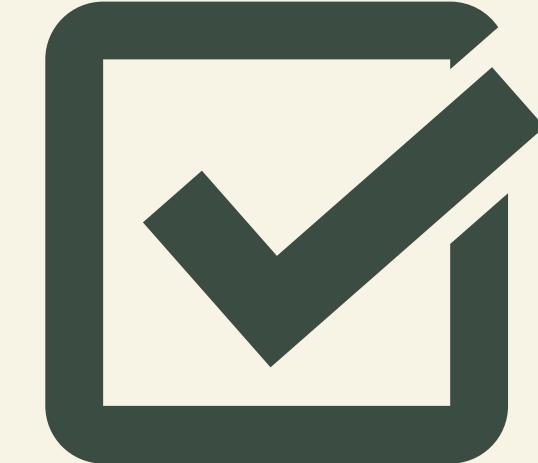
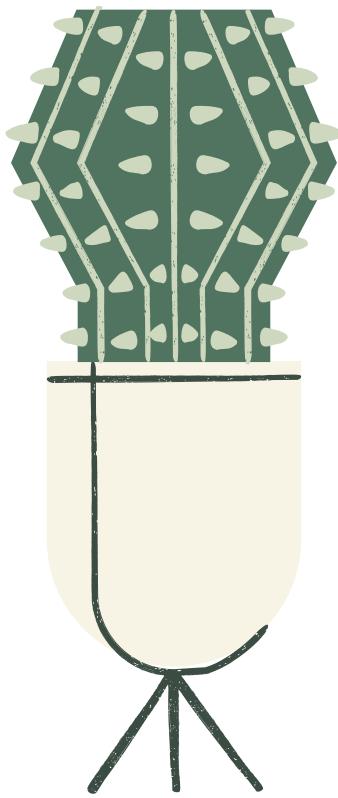
Practical Research 1

QUARTER 2 MODULE 2

DATA COLLECTION PROCEDURES



Most Essential Learning Competencies



Plans data collection,
data gathering instrument
and analysis procedures



Ways in Data Collection

Participant Observation

It involves the researcher "getting to know" the people they're studying by entering their world and participating in that world. Observation may be covert (secret) or overt (open). This means you put yourself "in the shoes" of the people you're studying in an attempt to experience events in the way they experience them. Usually involves observation over an extended period. The observer must, however, maintain objectivity to understand, analyze, and explain the social world under study. Qualitative rather than quantitative – observer gains a deeper understanding of the group being observed. Difficult to record/remember/ write down everything that is observed. The table presents a summary of what to observe during the PO.

WHAT TO OBSERVE

During Participant Observation

CATEGORY:

Appearance

INCLUDES:

Clothing, Age, Gender, Physical Appearance

RESEARCHERS SHOULD NOTE:

Anything that might indicate membership in groups or in sub-populations of interest to the study, such as profession , social status, socioeconomic class, religion, or ethnicity

CATEGORY:

Verbal Behavior and Interactions

INCLUDES:

Who speaks to whom and for how long; Who initiates interaction; Languages or dialects spoken; Tone of voice

RESEARCHERS SHOULD NOTE:

Gender, age, ethnicity , and profession of speakers; Dynamics of interaction

WHAT TO OBSERVE

During Participant Observation

CATEGORY:

Physical Behavior and Gestures

INCLUDES:

What people do; Who does what;
Who interacts with whom; Who is
not interacting

RESEARCHERS SHOULD NOTE:

How people use their bodies and
voices to communicate different
emotions; What individuals'
behaviors indicate about their
feelings toward one another, their
social rank, or their profession

CATEGORY:

Personal Space

INCLUDES:

How close people stand to one
another

RESEARCHERS SHOULD NOTE:

What individuals' preferences
concerning personal space
suggest about their relationships

WHAT TO OBSERVE

During Participant Observation

CATEGORY:

Human Traffic

INCLUDES:

People who enter, leave, and spend time at the observation site

RESEARCHERS SHOULD NOTE:

Where people enter and exit; How long they stay; Who they are (ethnicity, gender, age); Whether they are alone or accompanied; Number of people

CATEGORY:

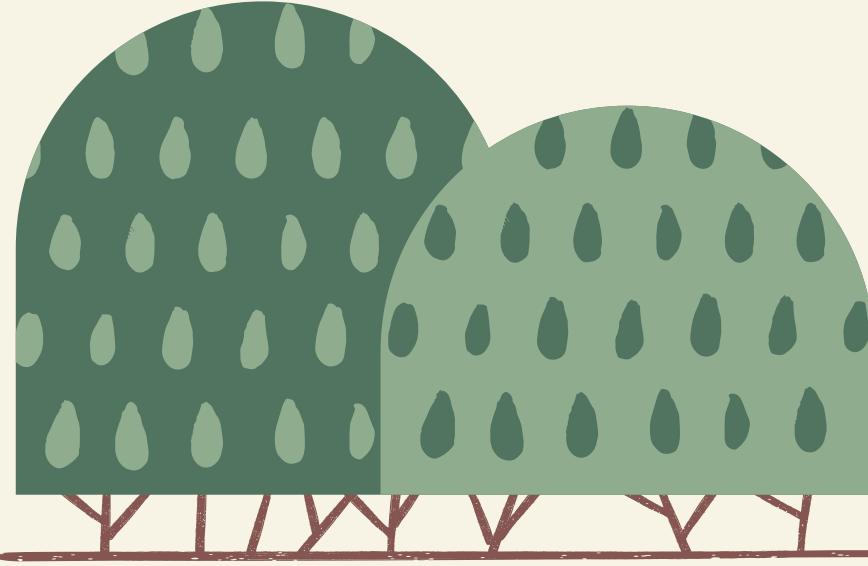
People Who Stand Out

INCLUDES:

Identification of people who receive a lot of attention from others

RESEARCHERS SHOULD NOTE:

The characteristics of these individuals; What differentiates them from others; Whether people consult them or they approach other people; Whether they seem to be strangers or well-known by others present



3 STAGES OF PARTICIPANT OBSERVATION

WARM-UP PERIOD:

The researcher begins the process with general questions of interest – these questions will evolve throughout the research process. The literature review is written to achieve theoretical sensitivity. The researcher initiates a reflexive journal and a journal for field notes. The researcher selects the field site. The researcher decides the type of role they will assume. The researcher seeks to gain and sustain access to the site.

FLOOR EXERCISE:

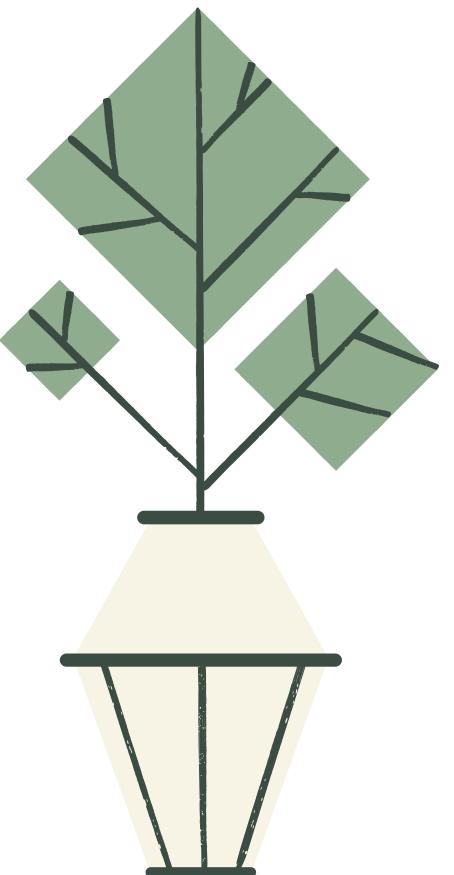
Sampling. Constructing Field Notes and Visual Records. Making ethical decisions. Triangulating sources of data. Sustaining elasticity

COOL DOWN PERIOD:

Data gathering is complete when saturation has been achieved. When data are repetitive and interpretations refined, saturation has been achieved. To determine saturation, the researcher must analyze data as it is collected. The researcher must keep her relationships with participants in mind when deciding how to leave the field. Additional member checks may be necessary as the researcher continues to write the research report.

INSTRUMENTS

USED IN PARTICPANT OBSERVATION



- **Field notes recorded in field notebooks.** These data are records of what you experienced, what you learned through interaction with other people, and what you observed.
- **Audio and video recordings** of participant observation



FIELD NOTES 1: Participant Observation

Date	
Time started	
Time ended	
Place	
Participant/s	
Type of Data	Observation

Describe the event/situation:



PARTICIPANT OBSERVATION TOOL 1

(For Event Observation)

PARTICIPANT OBSERVATION TOOL 2

(For Person Observation)

FIELD NOTES 2: Participant Observation

Date	
Time started	
Time ended	
Place	
Participant/s	
Type of Data	Interview
Question?	
Key Answer	
Mood/Emotions	
Observations	





Ways in Data Collection

In-depth Interview

An **in-depth interview** is an open-ended, discovery-oriented method that is well suited for describing both program processes and outcomes from the perspective of the target audience or key stakeholder. Researchers engage with participants by neutrally posing questions, listening attentively to participants' responses, and asking follow-up questions and probes based on those responses. They do not lead participants according to any preconceived notions, nor do they encourage participants to provide particular answers by expressing approval or disapproval of what they say. In-depth interviews are usually conducted face-to-face and involve one interviewer and one participant.

STAGES

IN IN-DEPTH INTERVIEW

1. **Thematizing.** This is the first stage of the process whereby you clarify the purpose of the interviews and determine what you want to find out. Make an Outline of the questions and sub-questions.



STAGES

IN IN-DEPTH INTERVIEW

2. Designing. After you determine what you want to know, you must design a way to find it out. A key part of this process is designing an interview guide. An interview guide is a list of questions and probing follow-ups that guide you through the interview. As you prepare this guide, you should anticipate and organize the issues you plan to explore. However, if the discussion warrants it, you must be willing to transition or change directions during the interview.



STAGES

IN IN-DEPTH INTERVIEW

3. Interviewing: The actual interview consists of three main parts.
- The first part involves introducing yourself and the study. You must establish a good rapport with the respondent. Say something about the confidentiality issue and if it is ok to take your notes or record.
 - Ask an easy question: How are you today. How's schooling? How's your family.
 - Get down to the prepared questions and probing.



STAGES

IN IN-DEPTH INTERVIEW

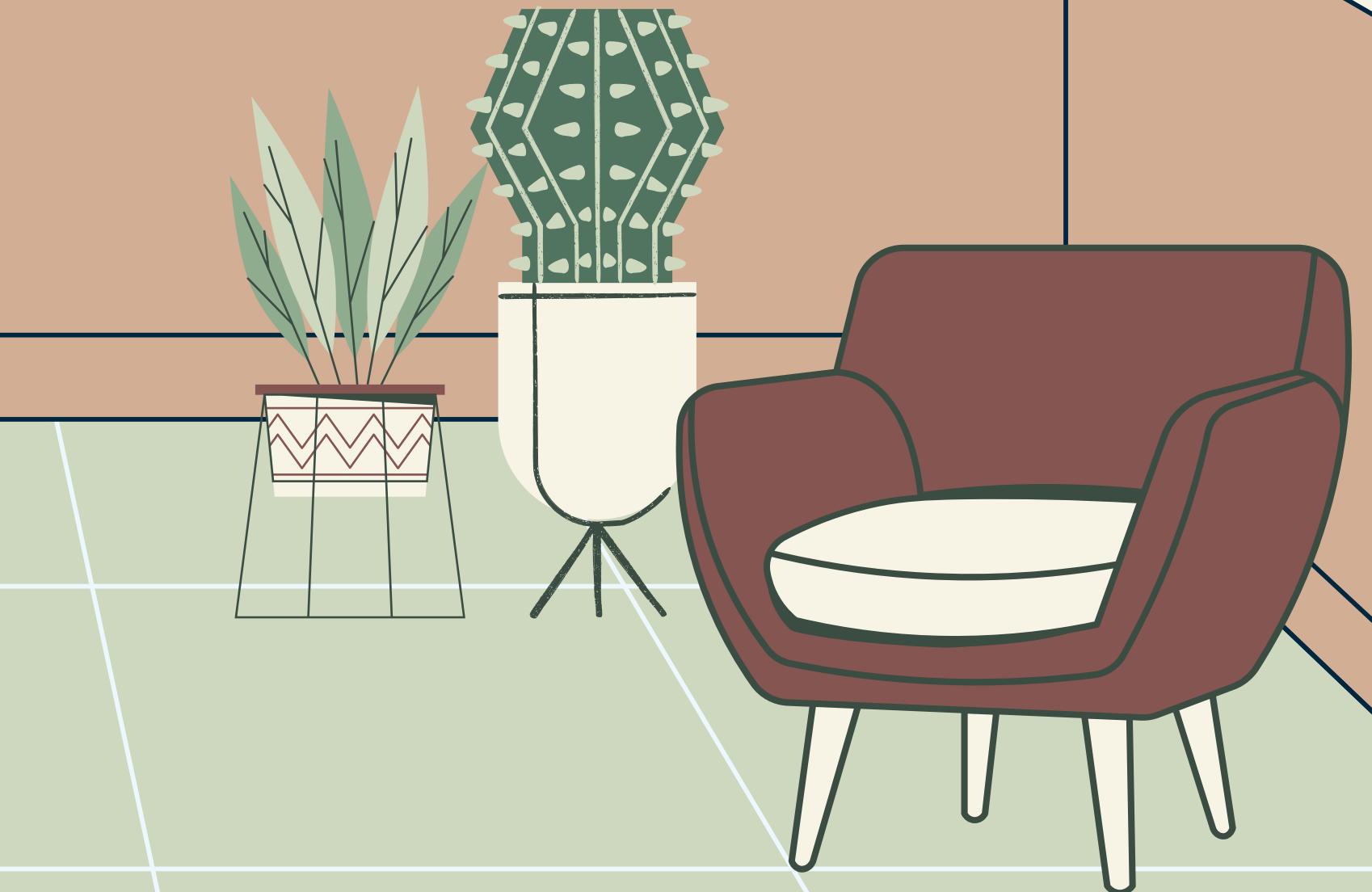
4. **Transcribing:** Transcribing involves creating a written text of the interviews. This step involves bringing together all of your information-gathering approaches into one written form. Thus, you would write out each question and response (verbatim) from the interview using your recorded audiotape and notes including your side notes (observations, feelings, and reflections). The side notes are differentiated from the respondent's notes, typically by highlighted text. Study and review the transcription, then denote the important information related to the study.



STAGES

IN IN-DEPTH INTERVIEW

5. **Analyzing/Clarifying:** This important step involves determining the meaning of the information gathered about the purpose of the study. If more questions are raised that need clarity to serve the purpose of the study, then another in-depth interview is warranted to examine the issue more thoroughly.



STAGES

IN IN-DEPTH INTERVIEW

6. **Verifying:** Verifying involves checking the credibility and validity of the information gathered. A method called triangulation is used as a means of checks and balances. One type of triangulation would be to use multiple perspectives to interpret a single set of information. Another simple way to triangulate would be to have a colleague read the transcripts to see if he/she came away with the same overall meaning.



STAGES

IN IN-DEPTH INTERVIEW

7. **Reporting:** The final step of the process is to share what you have learned from the in-depth interviews with other internal and external stakeholders. Some reporting could be in the form of a formal written report such as the Report of Accomplishment or published Needs Assessment findings.



TRANSCRIPT

Instrument used in an in-depth Interview

TRANSCRIPT		
Subject:	Age:	Sex:
Date:	Time Start:	
Location:	Time End:	
Question 1		
Verbatim Response:		
Key Words:		
Emotions:		
Body language		
Analysis		
Probing Questions		



Ways in Data Collection

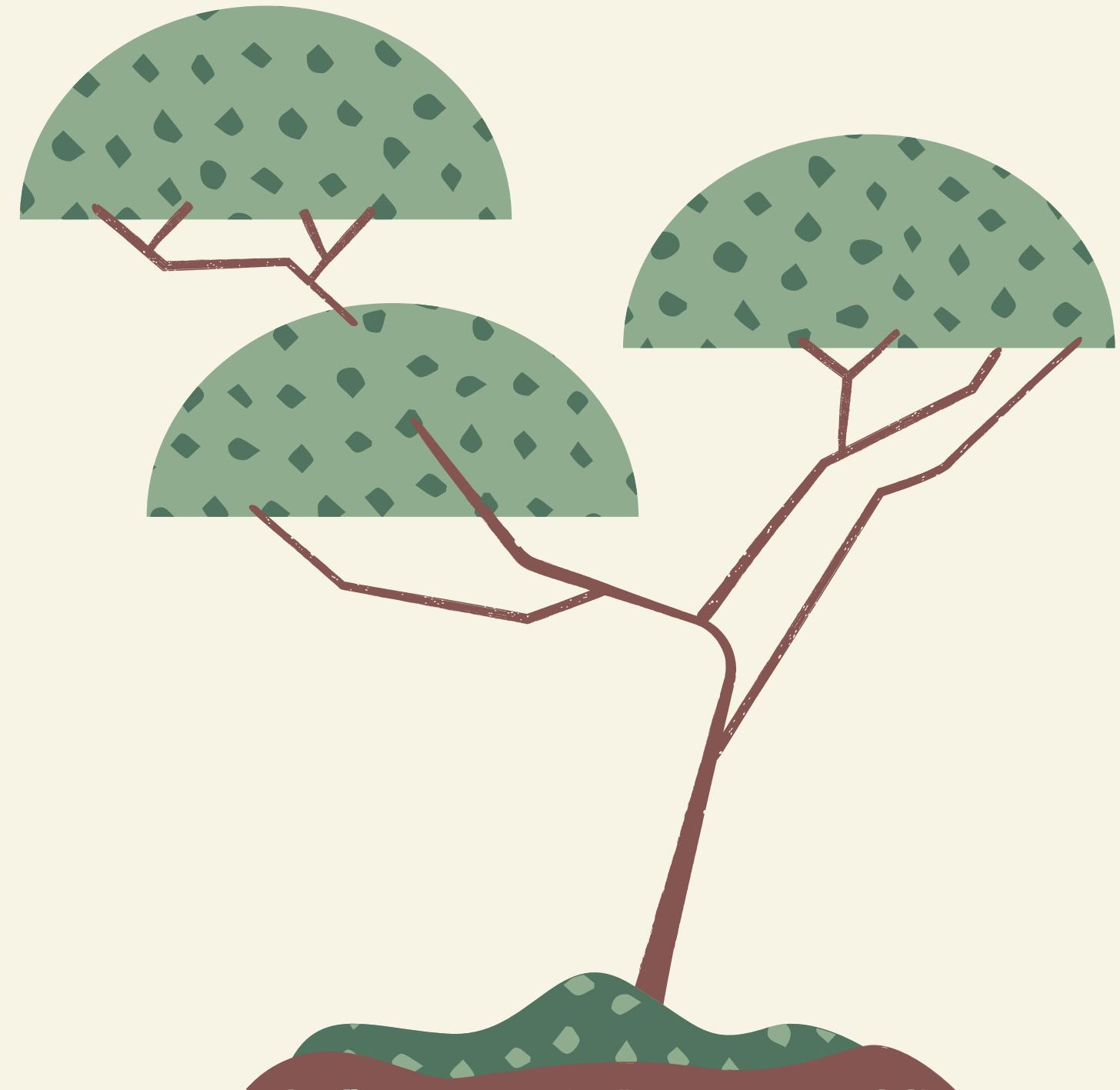


Focus Group Discussion (FGD)

Participants should have something in common. 5-12 people per group. Carefully consider the demographics of participants. Repeat each demographic group 3-4 times for comparison. First name only on name tags for each person.

Tips in communicating: Speak slowly and finish your words and sentences; Learn basics of your foreign native language and culture (verbal and non-verbal); Avoid using idioms and or slangs

Avoid statements such as "You aren't making yourself clear". Summarize your ideas periodically. Tape recording considerations: Need for Completely Accurate Transcript; Availability of Resources; Ability To Get Consent; Affect on Participation.



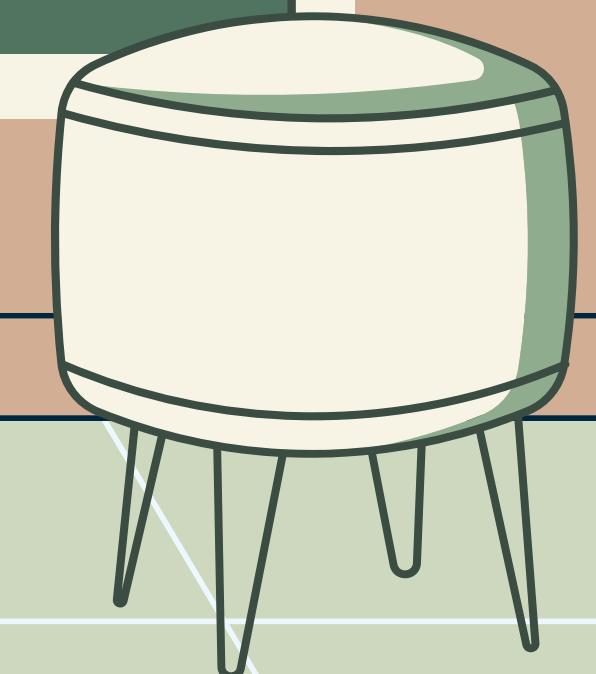
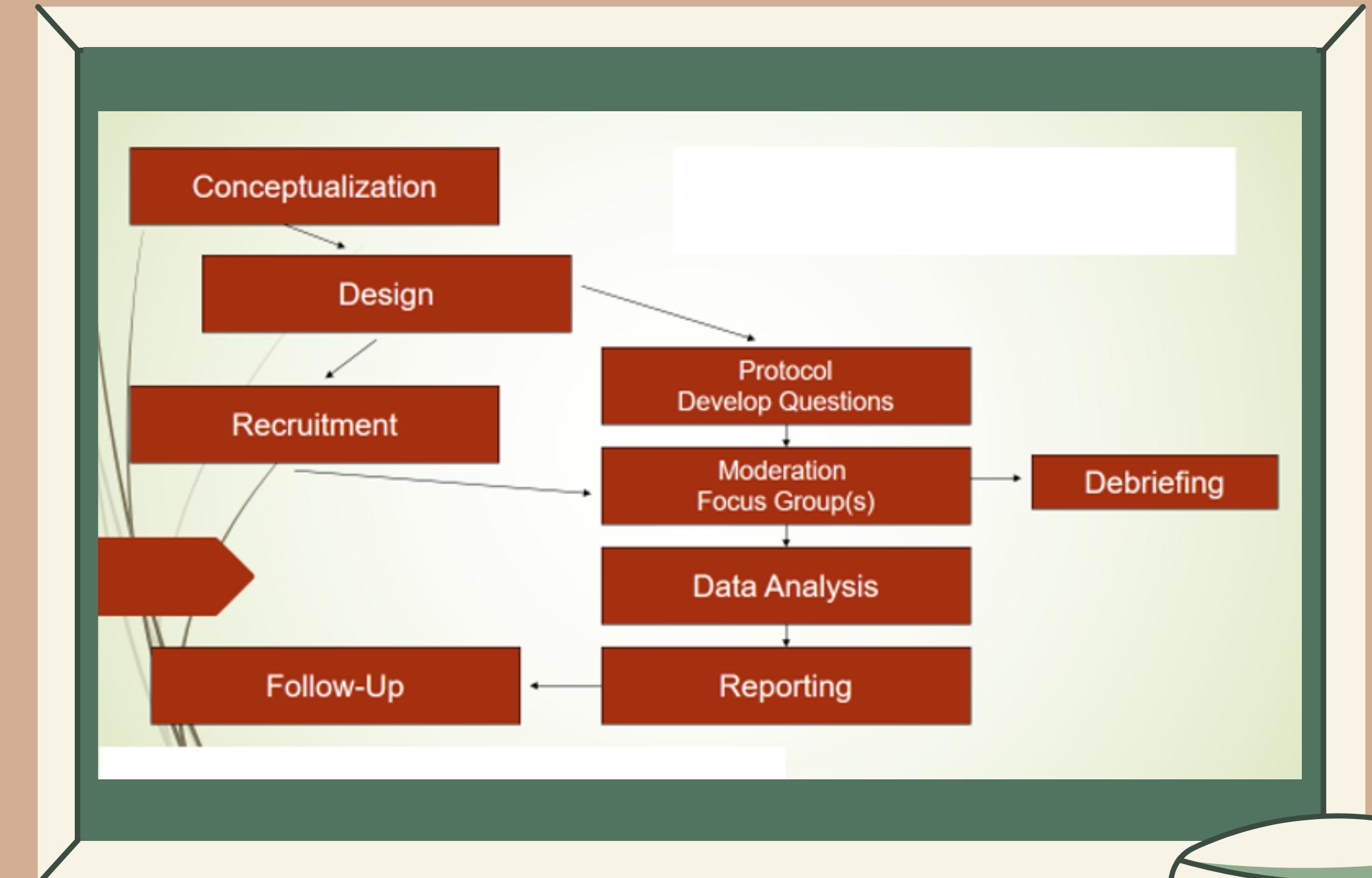
Ways in Data Collection

Focus Group Discussion (FGD)

In Asking Questions: Everyone is involved in development. Use open-ended questions. Avoid dichotomous (yes/no) questions. "Why?" is rarely asked.

Use "think back" questions. Avoid jargon. Use questions that get participants involved. Make a list. Fill in the blank. Drawing. Choices.

STEPS IN DOING FGD



TRANSCRIPT

Instrument used in a Focus Group Discussion

Focus in FGD: Themes – key answers then allow them to discuss and expound

Role of Moderator: Is mentally prepared; Uses purposeful small talk; Provides a smooth introduction of 3-5 minutes; Uses pauses and probes; Controls his/her reactions; Uses subtle group control; Uses appropriate conclusion; Helps the Assistant Moderator get notes.



TRANSCRIPT		
Subject 1:	Age:	Sex:
Date:	Time Start:	
Location:	Time End:	
Question 1		
Verbatim Response:		
Key Words:		
Emotions:		
Body language		
Analysis		

RECAP

WAYS IN DATA COLLECTION



PARTICIPANT OBSERVATION

It involves the researcher "getting to know" the people they're studying by entering their world and participating in that world

IN-DEPTH INTERVIEW

It is an open-ended, discovery-oriented method that is well suited for describing both program processes and outcomes from the perspective of the target audience or key stakeholder.

FOCUS GROUP DISCUSSION (FGD)

It involves gathering people from similar backgrounds or experiences together to discuss a specific topic of interest.