

Research: Methods of Data Collection

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Basic Methods of Data Collection

The diagram consists of four dark blue shapes with white outlines, each containing a method of data collection. The shapes are arranged in a 2x2 grid. The top-left shape is a circle containing the word 'Questionnaire'. The top-right shape is a horizontal oval containing the word 'Schedule'. The bottom-left shape is a horizontal oval containing the word 'Observation'. The bottom-right shape is a circle containing the word 'Interviews'.

Questionnaire

Schedule

Observation

Interviews

Questionnaire

“A questionnaire is a systematic compilation of questions that are submitted to a sampling of population from which information is desired.”

Barr, Davis & Johnson

Types of Questionnaires

- **Structured questionnaire**
- **Unstructured questionnaire**
- **Closed questionnaire**
- **Open ended questionnaire**
- **Mixed questionnaire**
- **Pictorial questionnaire**

Types of Closed Format Questions

**Leading
Questions**

**Importance
Questions**

**Likert
Questions**

**Dichotomous
Questions**

Types of Closed Format Questions

**Bipolar
Questions**

**Rating
Scale
Questions**

**Buying
Propensity
Questions**

Questionnaire modes

- **Face-to-face mode**
- **Paper-and-pencil mode**
- **Computerized / online mode**
- **Telephone mode**

Schedule

“Schedule is the name usually applied to set of questions, which are asked and filled by an interviewer in a face to face situation with another.”

W.J. Goode & P. K. Hatt

Types of Schedule



Interviews

“The interview constitutes a social situation between two persons, the psychological process involved requiring both individuals mutually respond though the social research purpose of the interview call for a varied response from the two parties concerned

Vivien Palmar

Types of Interview

The image features four chevron-shaped boxes arranged horizontally, each containing text. The boxes are colored in a gradient from dark green on the left to light green on the right. The first box is dark green and contains the text 'Structured Interview'. The second box is a medium green and contains the text 'Unstructurd Interview'. The third box is a lighter green and contains the text 'Semi-structured Interview'. The fourth box is the lightest green and contains the text 'Individual Interview'.

**Structured
Interview**

**Unstructurd
Interview**

**Semi-
structured
Interview**

**Individual
Interview**

Types of Interview



**Group
Interview**

**Diagnostic
Interviews**

**Treatment
Interviews**

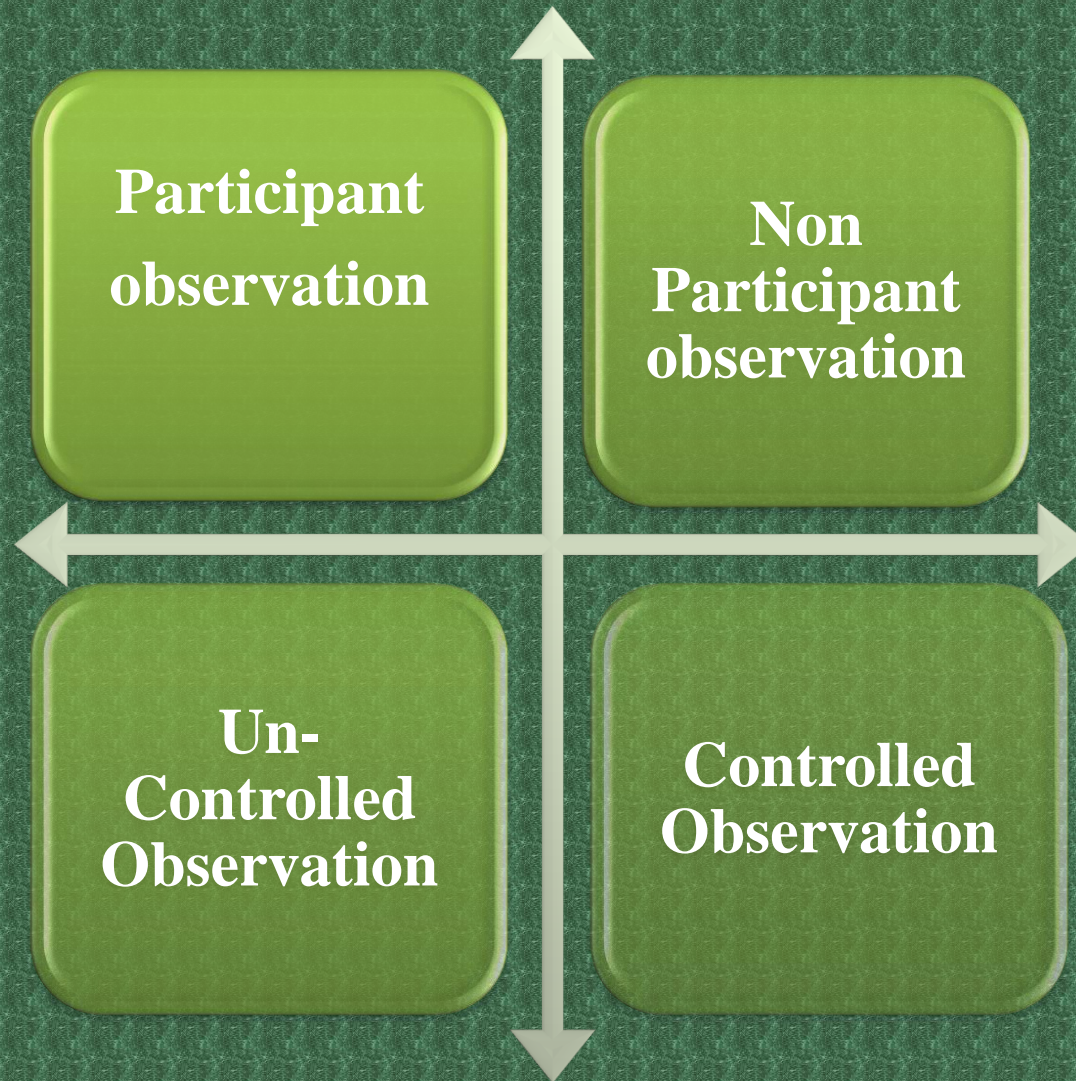
**Focus
Interview**

Observation

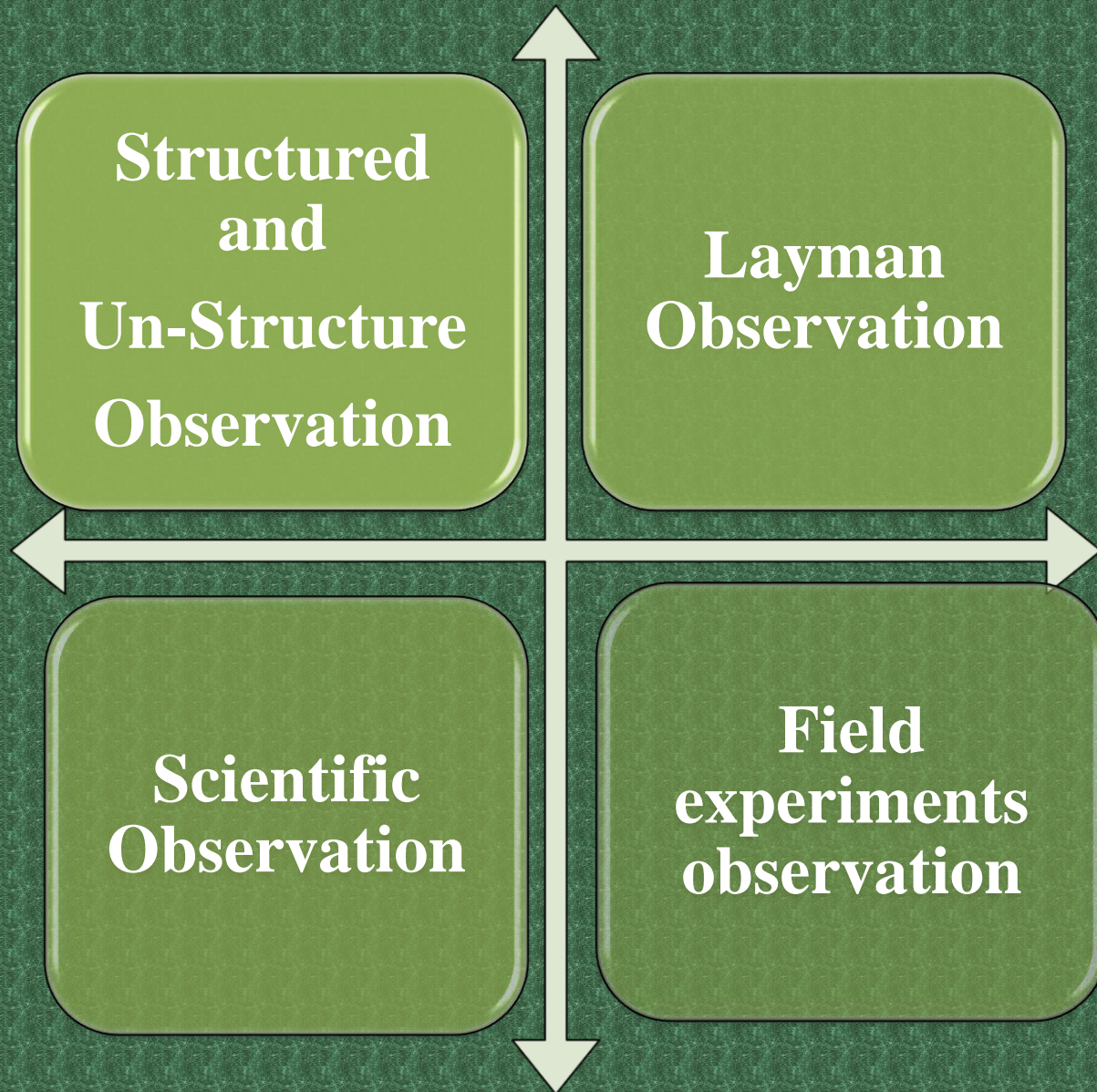
“Observation is the ability to pay a lot of attention to things and to notice more about them than most people do.”

Collins

Types of Observation



Types of Observation



Thank You