**Research Methodology
Lesson- Data Collection Methods**

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introduction

Scales!!!

1.How variables are measured???

Data Collection methods.
Primary and secondary sources

2.We need to collect data. How? What are the sources?

Why!!!

For the purpose of analysis, testing hypothesis, and answering research questions
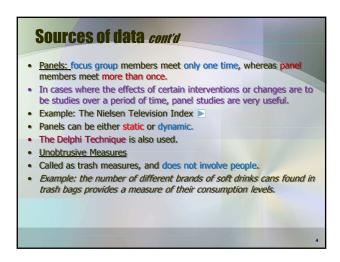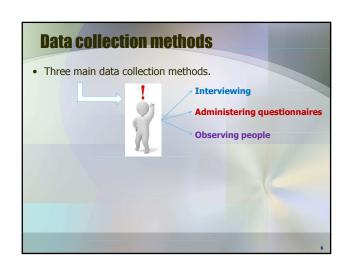
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Sources of data

- **Primary sources of data**
  - Focus groups: typically of eight to ten members with a moderator.
  - Moderator lead the discussion for about two hours on a particular topic, concept, or a product.
  - Members are chosen on the basis of their expertise in the topic.
  - Someone observes through a one way mirror.
  - Suitable when; *to assert why certain products are not doing well. Why certain advertising strategies are effective, why specific management techniques do not work.*
  - Videoconferencing can also be used, when?

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Sources of data *cont'd*

- Panels: focus group members meet only one time, whereas panel members meet more than once.
- In cases where the effects of certain interventions or changes are to be studies over a period of time, panel studies are very useful.
- Example: The Nielsen Television Index
- Panels can be either static or dynamic.
- The Delphi Technique is also used.
- Unobtrusive Measures
- Called as trash measures, and does not involve people.
- *Example: the number of different brands of soft drinks cans found in trash bags provides a measure of their consumption levels.*

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Sources of data *cont'd*

- **Secondary sources of data**
- Refer to the information gathered by someone other than the researcher conducting the current study.
- Examples;
- Payroll details, copies of letters, and minutes of meetings, books, periodicals, gvt publications, census data, annual report, daily newspapers
- For finance researchers: Handbook of Listed Companies, CSE website; http://www.cse.lk/home.do and Compustat database http://www.compustat.com/Compustat_Database/
- For microfinance researchers: The MixMarket website: http://www.mixmarket.org/

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Data collection methods

- Three main data collection methods.

Interviewing

Administering questionnaires

Observing people

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Data collection methods cont'd

- **Interviewing**
- Interviews will be structured and unstructured, and conducted face to face, by telephone, or online.
- Unstructured and Structured interviews
- Unstructured Interviews: the interviewer does not enter the interview setting with a planned sequence questions to be asked from the respondent.
- It is an attempt to bring some preliminary issues to the surface.
- Initially, open-ended questions will be raised.
- Example: *"Tell me something about your unit and department, and perhaps even the organization as a whole, in terms of work, employees, and whatever else you think as important"*.

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Data collection methods cont'd

- Structured interviews : are those conducted when it is known at the outset what information is needed.
- The interviewer has a list of predetermined questions to ask
- The questioning techniques,
  - Funneling: at the beginning of an unstructured interview, it is advisable to ask open-ended questions to get a broad idea and form some impressions about the situation. The transition from broad to narrow theme is called funneling.
  - Unbiased questions: it is important to ensure the least bias in the response.
  - Example: *'Tell me how you experience your job'* is a better question than, *'Boy, the work you do must be really boring'.*
  - Taking notes: it is important to take notes as the interviews are taking place, or soon as the interview is terminated.

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Data collection methods cont'd

- **Questionnaires**
- A questionnaire is a pre-formulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives.
- Questionnaires can be administrated personally, mailed to the respondents, or electronically distributed (google forms)
- **Observational Studies**
- Interview and questionnaires elicit responses from the subjects, it is possible to gather data without asking questions.
- People can be observed in their natural work environments or in a lab setting, and their activities and behaviors or other items of interest can be noted and recorded.

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References

- Sekaran, U. & Bougie, R., 2010. *Research Methods for Business: A skill building approach*. 5th ed. Delhi: Wiley India Publishers.

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