

METHODS OF DATA COLLECTION

**By Kumari Nitu Rani
(Assistant . Professor)
Mahila college ,
Dalmianagar , Rohtas**

INTRODUCTION

Data collection is a systematic method of collecting and measuring data gathered from different sources of information in order to provide answers to relevant question. An accurate evolution of collected data can help researcher predict future phenomenon and trends.

Data collection is a crucial aspect in any level of research work. If data is inaccurately collected, it will surely impact the findings of the study, there by leading to false or invaluable outcome. The right data collection method can mean the difference between useful insights and time- wasting misdirection.

Data collection can be classified into these two-

PRIMARY DATA - primary data is raw data i e-fresh and collected for the first time.

SECONDARY DATA - secondary data are that data were previously collected and tested.

The system of data collection is based on the type of the study being conducted. Depending on the researcher's research plan and design, there are several ways data can be collected.

MOST COMMONLY USED METHODS OF DATA COLLECTION

OBSERVATION

Observation method of information gathering is used by monitoring participants in a specific situation or environment at a given time and day.

This is the process in which one or more persons observe what is occurring in some real life situation and classify and record pertinent happenings according to some planned schemes. It is used to evaluate the overt behavior of individuals in controlled or uncontrolled situation. It is a method of research which deals with the external behavior of persons in appropriate situation.

STEPS FOR AN EFFECTIVE OBSERVATIONS

- **Determine what need to be observed.**
- **Select participants [Random/Selected].**
- **Conduct the observation, compile data collected.**
- **Analyze and interpret data collected**

TYPES OF OBSERVATION

Basically, researcher observes the behavior of the surrounding environments or people that are being studied; these types of study can be controlled, natural or participant.

CONTROLLED OBSERVATION Is when the researcher uses a standardizes procedure of observation participants or the environment.

NATURAL OBSERVATION Is when participants are being observed in their natural conditions.

PARTICIPANT OBSERVATION Is where the researcher becomes part of the group being studied.

WHAT IS CASE STUDY?

The case study method is very popular form of qualitative analysis. It is essentially an intensive investigation of the particular unit or consideration. In this method the researcher can take one single social unit or more of such units for his study purpose.

According to BIESENZ and BIESENZ “ the case study is a form of qualitative analysis involving the very careful and complete observation of a person, a situation or an institution.”

WHAT IS PROCEDURE OF CASE STUDY ?

- **Determine the case [Individual, group or environment]**
- **Determine data collection strategies and data to be collected.**
- **Collect the data.**
- **Analyze the data**

TYPES OF CASE STUDY



INTERVIEW

Interview is a qualitative method of data collection whose results are based on intensive engagement with respondents about a particular study. Usually, interviews are used in order to collect in –depth responses from the professionals being interviewed.

Interviews are face to face conversation between a researcher and interviewee or group of interviewees. Since they are face to face, samples used are usually smaller than questionnaires.



STEPS FOR AN EFFECTIVE INTERVIEW

- ✓ Prepare interview schedule.
- ✓ Select subjects/key respondent.
- ✓ Conduct the interview.
- ✓ Analyze and interpret data
- ✓ collected from the interview.

TYPES OF INTERVIEW

Formal interview

- Held in formal atmosphere with pre decided and planned procedures and questions

In formal interview

- No specific procedure follow
- Conducted at any place, any type of questions can be asked to the candidate

Situational interview

- An imaginary situation is told to the candidates and they asked to respond to it

Directive interview

- It's structured interview
- Same set of questions is repeated for every candidate to make comparison

Non directive interview

- Non- structured interview
- No specific formate
- Candidates are free to express themselves

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Thank you !!!!