1. Introduction:

- Data collection begins after defining the research problem and setting the research design.
- Primary Data: Original data collected directly by the researcher.
- Secondary Data: Compiled from already available sources.

2. Data Collection Methods:

1. Qualitative: Focuses on exploring meanings, attitudes, and behaviors through interviews and focus groups.
2. Quantitative: Generates statistical data through large-scale surveys and structured interviews.

3. Data Collection Strategies:

- Decision factors:
    - The type of data needed: numbers (quantitative) or stories (qualitative).
    - Availability of resources and time.
    - Complexity and frequency of data collection.
    - Intended analysis methods.

4. Rules for Data Collection:

- Use multiple data collection methods.
- When using secondary data, check for data accuracy, missing data, and how the data were collected.
- When collecting original data:

- Be mindful of the burden on participants.
- Pre-test methods.
- Follow structured procedures and maintain accurate records.

5. Approaches:

- Structured: All data collected the same way, especially useful for large populations and comparisons.
- Semi-Structured: Allows flexibility, open-ended questions, and exploration of unexpected results.

6. Characteristics of Good Measures:

- Relevance: Does the measure capture what is important?
- Credibility: Is the measure believable and appropriate?
- Validity: Does the measure accurately capture the intended variable?
- Reliability: Is the measure consistent and repeatable?

7. Quantitative vs Qualitative Data:

- Quantitative: Numerical data, precise and easier to analyze.
- Qualitative: Descriptive data, rich in detail but harder to analyze.

8. Obtrusive vs Unobtrusive Methods:

- Obtrusive: Direct interaction with participants (e.g., interviews, surveys).
- Unobtrusive: No direct interaction (e.g., document analysis, observation).

9. Triangulation:

- Methods: Use different methods to collect the same data.
- Sources: Collect data from multiple sources.
- Evaluators: Use multiple evaluators to ensure accuracy.

10. Data Collection Tools:

- Participatory Methods: Community involvement (e.g., meetings, mapping).
- Records & Secondary Data: Using existing records, government reports, and datasets.
- Observation: Watching and recording behaviors, either overtly or covertly.
- Surveys & Interviews: Surveys for quantitative data, interviews for qualitative data.
- Focus Groups: Group discussions for collecting qualitative data on perceptions and reactions.
- Diaries, Journals, and Self-Reported Checklists: Used to collect qualitative data on daily behaviors and experiences.
- Expert Judgment: Consulting experts for opinions on specific research questions.
- Delphi Technique: Using multiple rounds of questionnaires to reach expert consensus, useful for long-range forecasting and decision-making.

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