

Data collection methods that scholars can use

Gathering data that is relevant, reliable and is free from validation issues is essential for any research project to be successful. However, it is easier said than done. Students first have to choose from a number of alternate data collection techniques, like online interviews, personal interviews, surveys and polling. Then they have to select the sampling approach, which can be random or structured. The population can consist of a single unit (person) or hundreds of them. This will depend on the objectives of research. The questionnaire that is used for data collection can be open ended or close ended. Hence, data collection is a complex procedure.