



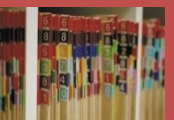



## Guide to Data Collection Methods

Data Collection Method	Definition	Advantage(s)	Disadvantage(s)
 <b>Survey</b>	Standardized written instruments that can be administered by mail, email or in person	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Volume of data</li> </ul>	<ul style="list-style-type: none"> <li>• No opportunities for clarification</li> <li>• Response rates</li> </ul>
 <b>Interview</b>	Standardized instruments conducted person-to-person either in person or over the telephone	<ul style="list-style-type: none"> <li>• Complexity of questions</li> <li>• More in-depth information</li> </ul>	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Fewer respondents</li> <li>• Reliability</li> </ul>
 <b>Focus Group</b>	Particular type of interview conducted with a small group of people to obtain information in a defined area of interest	<ul style="list-style-type: none"> <li>• Group dynamic</li> <li>• Rich information</li> <li>• Concept testing</li> </ul>	<ul style="list-style-type: none"> <li>• Generalizability</li> </ul>
 <b>Observation</b>	Systematic inspection of individual behaviors or interactions among individuals, of events or of physical conditions within a site or facility	<ul style="list-style-type: none"> <li>• Validity</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Training</li> </ul>
 <b>Record Review</b>	Systematic collection of needed data from internal, organizational records or official records collected by other groups or institutions	<ul style="list-style-type: none"> <li>• Ease of data collection</li> </ul>	<ul style="list-style-type: none"> <li>• Availability</li> <li>• Timeliness</li> </ul>
 <b>Anecdotes</b>	Accounts of direct personal experience	<ul style="list-style-type: none"> <li>• Cost</li> <li>• Unanticipated outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Generalizability</li> </ul>