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Choice of Data Collection Method

Face to Face Interviewing

Forms of Data Collection?

- Observation
- Program records
- Paper and Pencil Questionnaires (self administered and other)
 - Classroom
 - Mail surveys
 - Electronic (web or sms texting)
- Interviews
 - Face to Face
 - Telephone
 - Electronic (ACASSI or IVR (Interactive Voice Response))
- Consider Multiple Methods!!

How do you chose?

- Linked to the research question (eg Literacy, Telephone access? Clinic access? Longitudinal info needed?)
- Decision balances consideration of:
 - Target population (minimize representation error)
 - Concepts of interest (minimize measurement error)
 - Available resources: time, labor resources and \$
- Linked to:
 - Sampling strategy - sometimes
 - Design of measures-- always
 - Survey Management-- always

Links between Data Collection Method and Representation errors ?—Target Population

- Face to Face limited to people who the interviewer can contact in person- requires geographic access
- Household surveys are a common type of face to face data collection. Other types?
- Coverage Issues?

Links between Data Collection and Representation Error: Sampling Error

How is sampling error affected?

- Size of sample (\$)
- Convenience of clustering

Links between Data Collection and Representation Error: Non – Response Error

- Face to face interviews typically have better response rates and fewer item non-responses.

How Related to Concepts of Interest: How does mode affect type and quality of measures

- Visual vs Audio cues
- Sensitive characteristics or behavior?
- How much can be measured— related to the length of the interview
- Whether longitudinal data are needed
- Quality control

How Related to Resources?

- Characteristics of the population and environment where study is being done
- Costs: Sampling and data collection \$
\$\$
- Speed: At data collection & data entry, coding, & analysis stages (related to use of computers)

Data Collection Method Choice: Recap

- Linked to:
 - Sampling strategy : what do you need to do face to face interviews?
 - Design of measures: What kinds of measures can you use in face to face interviews?
 - Survey Management: What resources do you need to manage quality control?

Face to Face Interviews

- Advantages?
 - Less non-response (both item and unit)
 - Can engage respondent for a longer period of time
 - Does not rely on literacy skills of respondent

Face to Face Interviews

- Disadvantages?
 - Interviewer influence? Need for training and quality control
 - Costs— limit size of sample

Example

- Linked to the research question: ??
- Decision balances consideration of:
 - Target population (minimize representation error)
 - Concepts of interest (minimize measurement error)
 - Available resources: time, labor resources and \$

Example

- What data collection options are possible?
 - Observation
 - Program records
 - Paper and Pencil Questionnaires (self administered and other)
 - Classroom
 - Mail surveys
 - Electronic
 - Interviews
 - Face to Face
 - Telephone
 - Electronic
- Consider a combination?