

# DATA COLLECTION METHODS

Method	Key Facts	Advantages	Disadvantages
<b>Surveys</b>	Quantitative analysis Data on large groups Repeatable over time	Good for descriptive data Multiple topics Can be inexpensive Quick analysis with software	May include bias May lack depth May lack context Limited to what you ask
<b>Focus Groups</b>	Group interview Gathers perspectives and opinions Responses grouped into themes and categories	Richer, more detailed data Added depth Open-ended conversation Multiple perspectives	Slower to analyze Relies on moderator's skills More bias and variability
<b>Interviews</b>	Conducted in person or by phone Structured, semi-structured, or unstructured Clear, focused, open-ended questions	Richer, more detailed data Added depth Face-to-face contact	Time-consuming Relies on interview's skills One perspective at a time

Source: Data collection techniques. <https://cyfar.org/data-collection-techniques>

National Science Foundation. *The 2002 User-Friendly Handbook for Project Evaluation*. Retrieved from: [https://www.nsf.gov/pubs/2002/nsf02057/nsf02057\\_4.pdf](https://www.nsf.gov/pubs/2002/nsf02057/nsf02057_4.pdf)