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Data Collection Methods
9/29/20

Face to Face Interviews

Advantage

The researcher establishes a rapport with potential participants. The researcher gains their cooperation. Highest response rates in survey research.

Disadvantages

Impactical when large samples are involved. Time consuming. Expensive.

Paper and Pencil Questionnaires

Advantage

Can be sent to a large amount of people. Save time and money. People are more truthful because the surveys are anonymous.

Disadvantage

People receive them and don't return them. Those who do might not be representative of the original sample. Low response rate

Web based Questionnaire

Advantage

Quicker. Less detailed. Ease of data gathering.

Disadvantage

The exclusion of people who do not have a computer. People might be in a hurry. Inaccurate responses.

Telephone Interview

Advantages

Less time consuming. Less expensive. The researcher has a ready access to anyone who has a telephone.

Disadvantage

The response rate is not as high as face to face interview. May be biased. People without phones are not part of the population.

Computer Assisted Personal Interviewing

Advantage

Saves time involved processing the data. Skips patterns. Validations during the interview.

Disadvantages

Expensive to set up. Requires that interviewer have computer and typing skills. May be difficult to conduct in crime ridden areas.