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Data Collection Methods

What are the five data collecting methods and list three advantages and three disadvantages of each.

1. Interview
2. Surveys and Questionnaires
3. Focus Groups
4. Observations
5. Records and Documents

Methods	Advantages Disadvantages
Interview	some advantages are it provides accurate screening, the interviewer can ask follow-up questions, and can sense raw emotions from the interviewee. some disadvantages are the data quality could be poor depending on the interviewer, its and expensive task, and very time-consuming.
Surveys & Questionnaires	Some advantages may be very cost-effective, easy data collection, and data access. Some disadvantages are the inability to detect emotion among participants, survey fraud and some questions that can be left unanswered.
Focus Groups	Some advantages of this are it is easy to monitor the group's reactions, moderators can address specific topics and they can pick up on non-verbal reactions. some disadvantages of this method are its relatively expensive, the moderator could be bias, and participants are not always going to give honest answers.
Observations	Some advantages are is not easy to gather, has greater information quality, and gives a descriptive account. Some disadvantages are observer can be bias, very time consuming, and doesn't allow the observation of attitudes.
Records & Documents	Some advantages are data collection is easy, allows progress to be tracked and there is no need to follow up with respondents. Some disadvantages are researcher has little control over results, it is an awfully long process and the information can be out of date.