COURSE SYLLABUS

Data Collection Methods Course

Learn practical techniques to collect reliable primary data through observations, interviews, and surveys.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/data-collection-methods



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Course Outline

Module 1: Data Collection by Observation

- Understand the purposes and advantages of observational data collection.
- Differentiate between structured and unstructured observation methods.
- Plan and conduct observations systematically to ensure accuracy and reliability.
- Minimize observer bias and document observations effectively.

Module 2: Data Collection by Interview

- Design and prepare effective interview guides tailored to research objectives.
- Use various interview formats, including structured, semi-structured, and unstructured.
- Employ questioning techniques to elicit clear, complete, and unbiased responses.
- Record, summarize, and verify interview data for accuracy.

Module 3: Data Collection by Questionnaire

- Distinguish among types of questionnaire items.
- Write effective questionnaire items.
- Identify strengths and weaknesses of data collection by questionnaire.