Good Data Collection Design

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Why good data collection design?

• Needs assessment
• Knowledge acquisition
• Program evaluation
Data Collection Methods

• Paper-based
  • Mail
  • Face-to-face

• Digital
  • Email
  • Online

• Interviews
• Focus Groups
Rules of Thumb

• Begin with the end in mind
  • What information would help you create a program that is needed/wanted by your stakeholders?
  • What information do you want to report?
  • What do you want to be able to say?

• If you don’t need, don’t ask

• Be direct

• Create at a 6th-9th grade reading level
GENERAL DESIGN
General Design: Surveys

Question Formatting

• Questions should be specific
• Avoid biased question
• Check your assumptions
• No double-barreled questions
• Appropriate options in your answers

Length

• No longer than 20 minutes
General Design: Surveys

Layout/Aesthetics

- Need contrast
- Simple font choice
  - Paper: serif (e.g., Times New Roman)
  - Screens: sans-serif (e.g., Arial)
- Left aligned
- Group questions appropriately/logically
- Demographic tip…
- Start with an easy question!
- A relevant picture can capture attention
General Design: Interviews

Why Interviews and not a survey?

- More effective than short-answer survey questions
- Not just data collection → meant for understanding
- Con: Creates a lot of data, time consuming

Question formatting:

- Please explain…; Please describe
General Design: Interviews

Length
• No set length. Will take longer than a survey

Tips:
• Take field notes or record (special permission)
• Take at least 15 minutes between interviews to develop notes
Why focus groups?

- Participant interaction
- Creative responses
- Can result in product creation

Cons:
- Can get off topic
- Heavy facilitator role
- A lot of data
- Incentives

Question formatting:
- 5 W’s and How?
- Please explain…; Please describe…
General Design: Focus Groups

Length
• No set length. Will take longer than surveys and interviews

Tips:
• Will need to take field notes or record (special permission)
• Use short codes for field notes (1, 2, 3, etc.)
IMPLEMENTATION
Pilot Testing

Pilot test=trial run

Measures of goodness/rigor:

• Validity-correctness of an instrument
  • Face validity
  • Content validity

• Reliability-consistency of scores from one administration to another

Disclaimer: This is a joke. Please do not approach real pilots to pilot test your instrument…unless they are your population of interest 😊
Choosing Participants: Quant. vs. Qual.

**Quantitative**

Random sampling
- Ideal but not always possible

Nonrandom sampling
- Systematic sampling
- Convenience sampling
- Purposive sampling

**Qualitative**

Purposive sampling
- Expert
- Those w/ an identified experience

**Focus groups may resemble either survey or interview sampling**
Etiquette

Surveys
- Follow correct notice and follow-up procedures

Interviews and Focus Groups
- Be prepared
- Be punctual
- Be timely
Etiquette

All types

- Be polite, courteous, and grateful
- Send thank you notes or express your gratitude appropriately
- Give participants your contact information
  - Outcome documents (project dependent)
Contact Information:

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