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Quantitative Data Collection Methods

It is based on mathematical calculations using various formats like close-ended questions, [correlation and regression](#) methods, mean, median or mode measures. This method is cheaper than qualitative data collection methods and it can be applied in a short duration of time.

Qualitative Data Collection Methods

It does not involve any mathematical calculations. This method is closely associated with elements that are not quantifiable. This qualitative data collection method includes interviews, questionnaires, observations, case studies, etc. There are several methods to collect this type of data. They are

Observation Method

Observation method is used when the study relates to behavioural science. This method is planned systematically. It is subject to many controls and checks. The different types of observations are:

- Structured and unstructured observation
- Controlled and uncontrolled observation
- Participant, non-participant and disguised observation

Interview Method

The method of collecting data in terms of verbal responses. It is achieved in two ways, such as

- Personal Interview – In this method, a person known as an interviewer is required to ask questions face to face to the other person. The personal interview can be structured or unstructured, direct investigation, focused conversation, etc.
- Telephonic Interview – In this method, an interviewer obtains information by contacting people on the telephone to ask the questions or views, verbally.

Questionnaire Method

In this method, the set of questions are mailed to the respondent. They should read, reply and subsequently return the questionnaire. The questions are printed in the definite order on the form. A good survey should have the following features:

- Short and simple
- Should follow a logical sequence
- Provide adequate space for answers
- Avoid technical terms
- Should have good physical appearance such as colour, quality of the paper to attract the attention of the respondent

Schedules

This method is similar to the questionnaire method with a slight difference. The enumerations are specially appointed for the purpose of filling the schedules. It explains the aims and objects of the investigation and may remove misunderstandings, if any have come up. Enumerators should be trained to perform their job with hard work and patience.