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://sdfm.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.