

# Data collections and preparing of data gathering instruments

The underlying need for Data collection is to capture quality evidence that seeks to answer all the questions that have been posed. Through data collection business or management can deduce quality information that is a prerequisite for making informed decisions.

To improve the quality of information, it is expedient that data is collected so that you can draw inferences and make informed decisions on what is considered factual.

## **What is Data Collection?**

Data collection is a methodical process of gathering and analyzing specific information to proffer solutions to relevant questions and evaluate the results. It focuses on finding out all there is to a particular subject matter. Data is collected to be further subjected to hypothesis testing which seeks to explain a phenomenon. Hypothesis testing eliminates assumptions while making a proposition from the basis of reason. For collectors of data, there is a range of outcomes for which the data is collected. But the key purpose for which data is collected is to put a researcher in a vantage position to make predictions about future probabilities and trends.

The core forms in which data can be collected are primary and secondary data. While the former is collected by a researcher through first-hand sources, the latter is collected by an individual other than the user.

## ***Types of Data Collection***

Before broaching the subject of the various types of data collection, it is pertinent to note that data collection in itself falls under two broad categories; Primary data collection and Secondary data collection.

## **PRIMARY DATA COLLECTION**

Primary data collection by definition is the gathering of raw data collected at the source. It is a process of collecting the original data collected by a researcher for a specific research purpose. It could be further analyzed into two segments; qualitative research and quantitative data collection methods.

## **Qualitative Research Method**

The qualitative research methods of data collection does not involve the collection of data that involves numbers or a need to be deduced through a mathematical calculation, rather it is based on the non-quantifiable elements like the feeling or emotion of the researcher. An example of such a method is an open-ended questionnaire.

# Social Research A Study In The Methods Of Gathering Data

**A Gutmann**



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