

Data Gathering Techniques

Data gathering techniques encompass diverse methods of data collection from various sources to allow research, analysis and discussion. Each technique features unique advantages and disadvantages, allowing for seamless alignment to research goals.

The following techniques are ranked in order of importance.

1. Interviews

Direct communication between an interviewer and interviewee.

Interviews can be versatile and apply to various project stages to gauge participant insights as project progression continues.

Interviewers will present with a script, outline or list of topics to guide the conversation along, based on if the interview is **unstructured**, **semi-structured** or **fully structured**.

Body language of the interviewer may influence dishonest or skewed answers from the interviewee.

Types

Unstructured interviews	Semi-Structured interviews	Fully Structured interviews
engage a free-flowing route of dialogue and allows interviewee's to explore their opinions, experiences and concerns.	designate a set of questions while also allowing open-ended discussion to occur.	interviews feature a predetermined script to present questions in an organised manner.

Advantages & Disadvantages

Advantages	Disadvantages
Data collected is rich	High amount of resources required
Interview experience can be tailored	Limited sample size
Allows exploration of ideas and experiences	Prestige response bias

2. Observations

3. Survey

4. Contextual Inquiry

5. Focus Groups

6. Ethnography

7. Studying Documentation