

Data Collection Designs

*Evaluation Design
One Day Course – Part C*

Prof. Dr. Wolfgang Meyer

Course Content

- ✓ 09.00-10.00 First Input (Part A):
Introduction to Evaluation Designs
- ✓ 10.00-10.30 Coffee break
- ✓ 10.30-12.00 Second Input (Part B):
Investigation Designs
- ✓ 12.00-13.00 Lunch break
- ✓ 13.00-14.30 Third Input (Part C):
Data Collection Designs
- ✓ 14.30-15.00 Coffee break
- ✓ 15.00-16.00 Fourth input (Part D):
Practicability of Evaluation Designs

Content of Part C

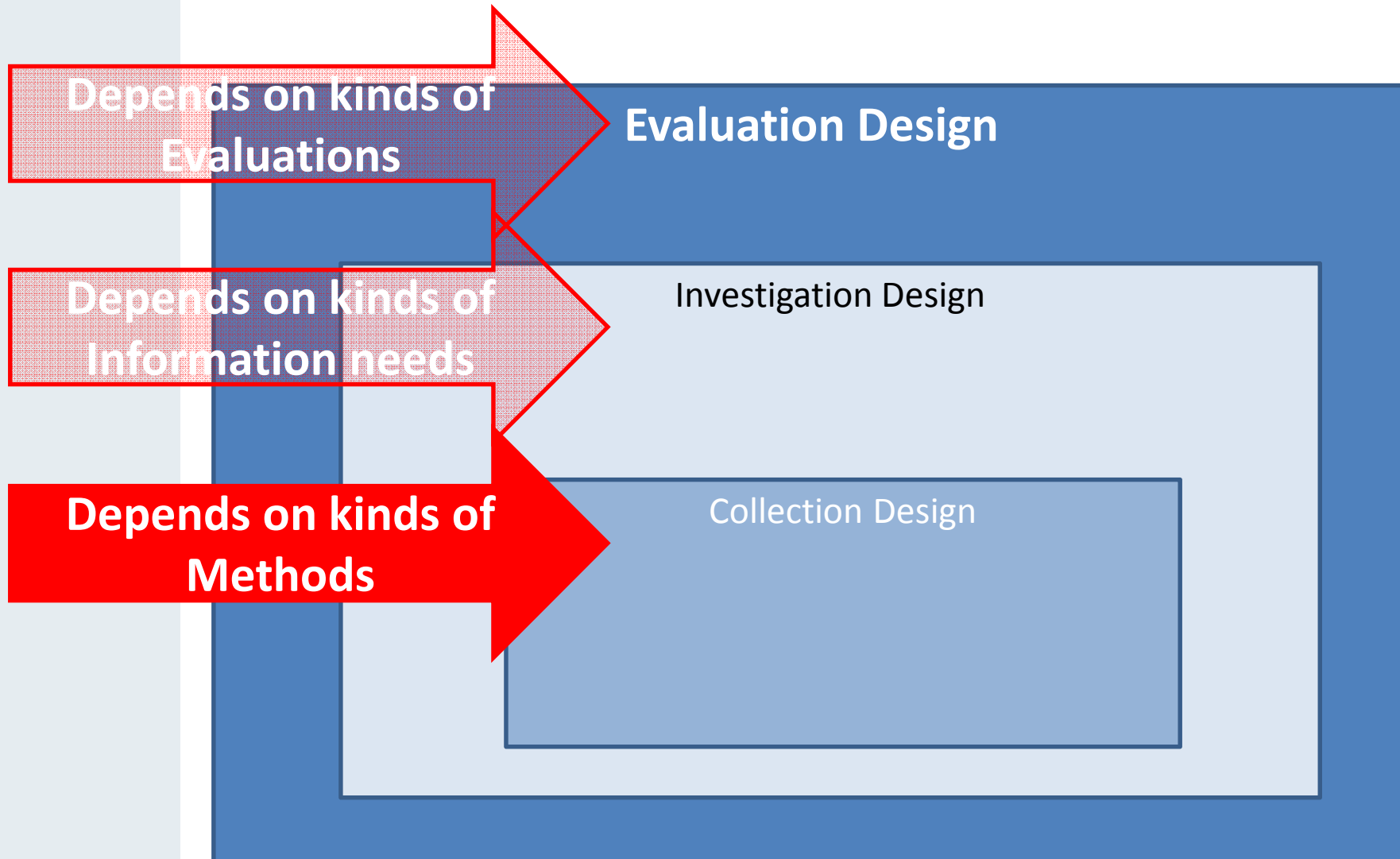
- ✓ What is Survey/Data Collection Design?
- ✓ Different Survey / Data Collection Designs
- ✓ Lessons Learnt

What is a Data Collection Design?

- ✓ Data Collection Design is a plan how to collect data by using a specific method

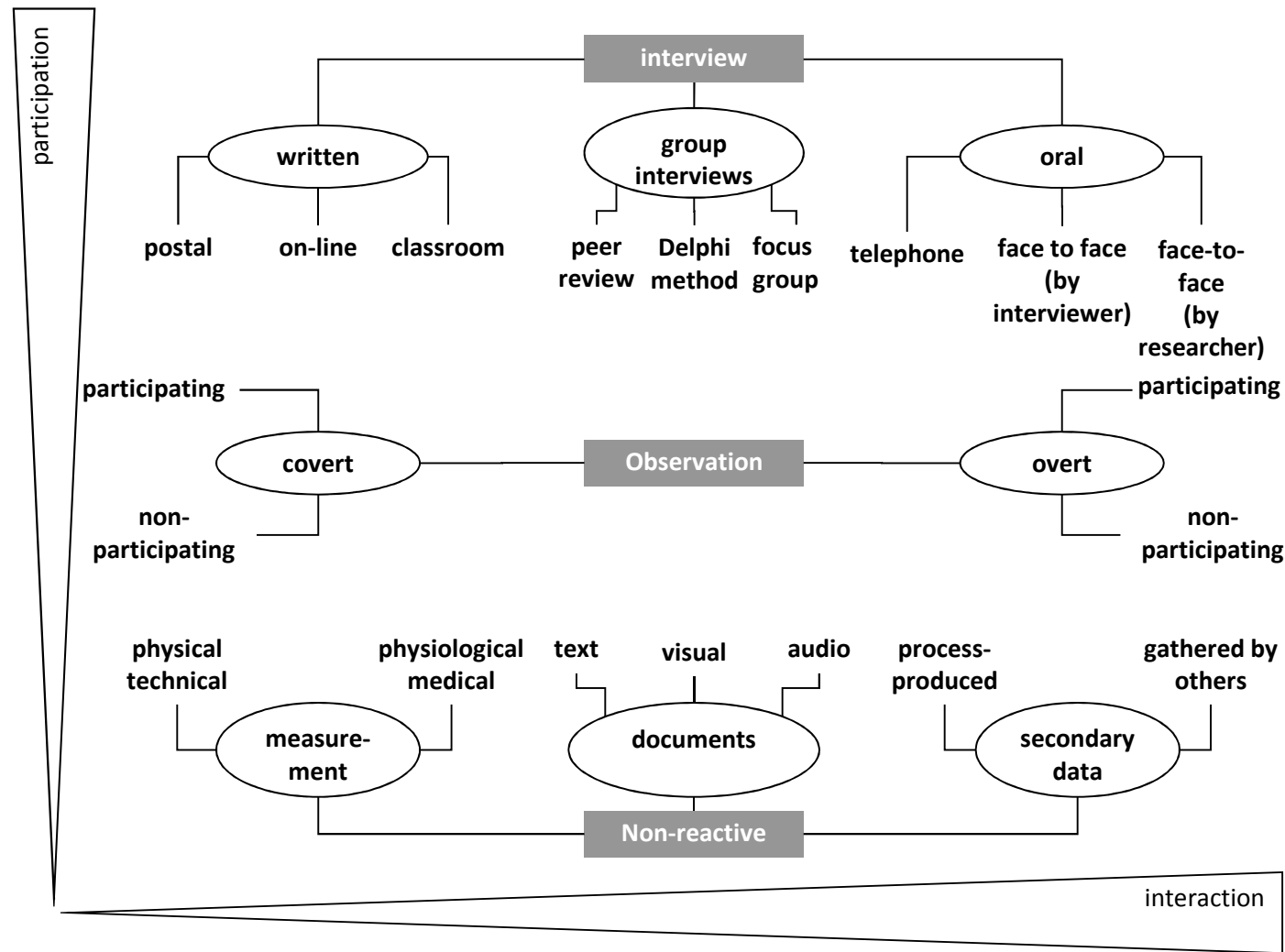
Data Collection Designs are depending on the methods and not on the context. Data Collection Designs in Evaluation are precisely the same as in Research

Three Levels of Design



Collection Designs

Data Collection Methods



Types of Data Collection Design

- ✓ Three Basic Types of Methods
 - Interview
 - Observation
 - Non-reactive measurement

- ✓ Differences are about
 - The involvement of information takers in the collection process
 - The degree of interaction between giver and taker of information

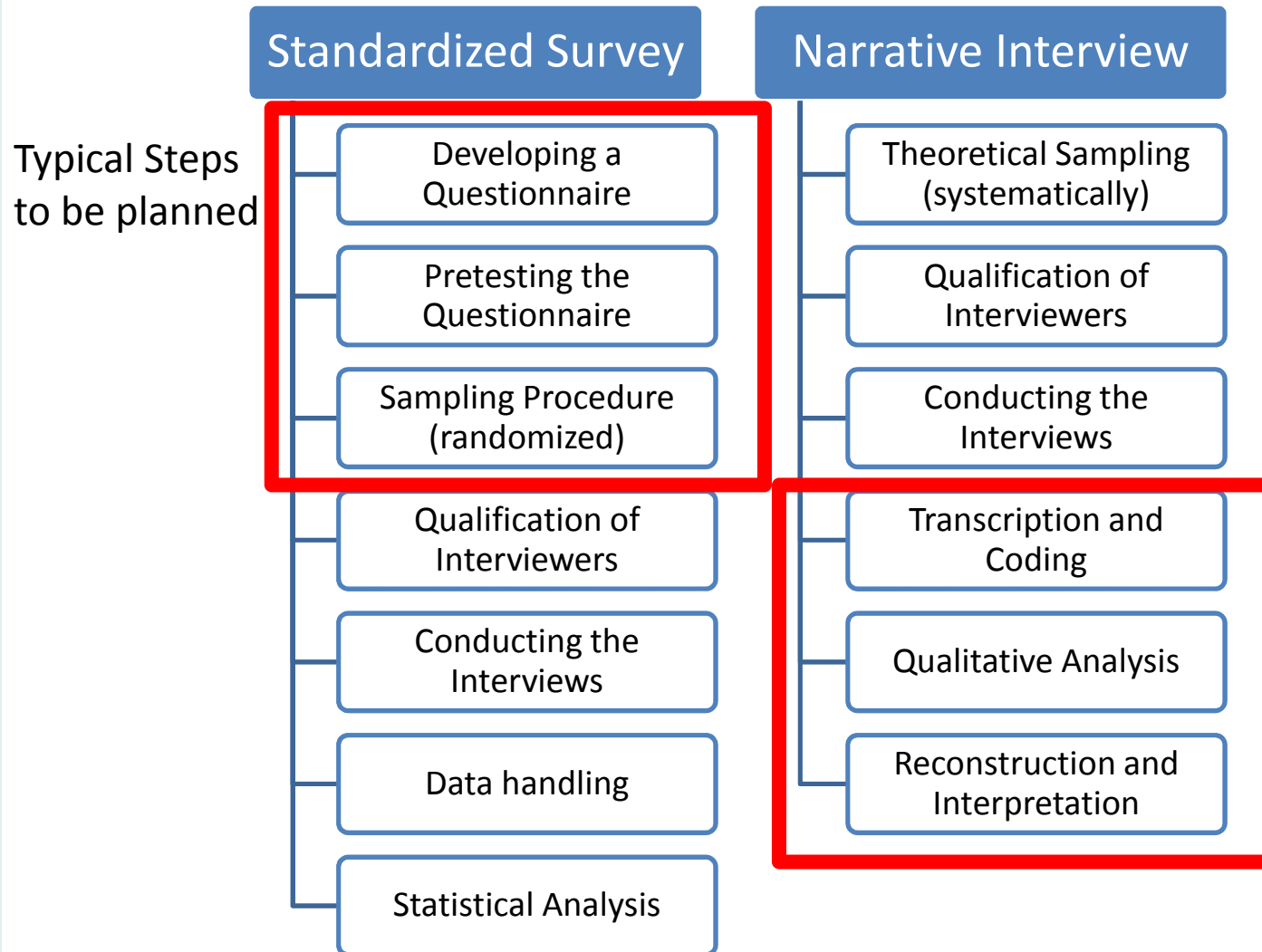
- ✓ These differences are linked to certain interferences
 - Biases caused by the information taker (eg. „wishful thinking“)
 - Biases caused by the information giver (eg. „social desirability“)
 - Biases caused by the interaction (eg. “misunderstandings”)

Interview Designs: Tasks

- ✓ Interviewer (Preparing the Interviewer)
 - Written: no interviewer (questionnaire must be self-explaining)
 - Oral: interviewer must assist but should not be suggestive
 - Group: interviewer acts also as a moderator
- ✓ Questions (Preparing the Questionnaire)
 - Open: Comparability must be in focus
 - Closed: Understandability must be in focus
- ✓ Answers (Preparing the Data Collection)
 - Open: Catching the meaning may be difficult
 - Closed: “Pressing people into boxes” (pigeon-holing)
- ✓ Framing (Preparing the Interview situation)
 - Setting: Eliminate / Control any potential interferences
 - Group Dynamics: Avoid biases caused by group effects

Collection Designs

Examples for Survey Designs



Observation Designs: Tasks

- ✓ Observer (Preparing the Observer)
 - Overt: to introduce observer and to promote for the observation
 - Covert: to respect individual rights and other ethical aspects
- ✓ Observable Object (Preparing the Observation)
 - Open: to set the focus on the right aspects
 - Closed: well-defined and easy-to-catch categories
- ✓ Observing (Preparing the Data Collection)
 - Open: to decide about what to record
 - Closed: to avoid collection errors
- ✓ Framing (Preparing the Observation Situation)
 - Setting: Eliminate / Control any potential interferences
 - Group Dynamics: Avoid biases caused by group effects

Non-Reactive Designs: Tasks

- ✓ Instruments (Preparing the Measurement)
 - Physical-Technical: Calibration and installation of instruments
 - Physiological-Medical: Acceptance; wiring and testing
 - Secondary Data: Checking and selecting (define criteria)
- ✓ Measuring (Preparing the Data Collection Process)
 - Technical: to avoid measurement errors
 - Secondary Data: data handling and processing
- ✓ Framing (Preparing the Measurement Situation)
 - Setting: Eliminate / Control any potential interferences
 - Secondary Data: To inform about the framework condition of data collection in this specific setting; evaluate the usability of the data

Summary

- ✓ There are three different forms of Data Collection
 - **Interview** (written, oral, Group interviews)
 - **Observation** (ouvert, covert)
 - **Non-reactive measurement** (physical-technical, physiological-medical, document, secondary data)

- ✓ Data collection designs are **depending on methods and analytical purposes**, not on the kind of research or evaluation

- ✓ The task of data collection design is to get **unbiased information**