

# [Preparing to conduct business research](https://assignbuster.com/preparing-to-conduct-business-research/)

[Business](https://assignbuster.com/essay-subjects/business/)

Preparing to conduct business research Module Develop or select the instruments that could be used to collect data and conduct interviews and the appropriate sampling or research methods for a quantitative design.
‘ Instruments’ is a raw term and may refer to any means that assist an individual in gathering research. In quantitative research, there are two types of instruments that can be used to collect data, conduct interviews and for sampling.
1. Researcher completed instruments:
Observation forms
Rating scales
Flow charts
Tally sheets
Interview schedules
Guides
Time check in/out logs
Performance checklists
2. Subject completed instruments:
Self Check-lists
Questionnaires
Aptitude tests
Projective devices
Sociometric devices
Personality inventories
Attitude scales (Neuman, 1997).
How will you have access to the population to be sampled or interviewed?
In order to have access to the population that is being sampled or interviewed we first need to determine the method of research that we are going to avail. It so happens that sometimes the population to be interviewed is innumerous, which means that it might not be possible to talk to or conduct an interview from each individual in person. When this problem arises, we have the option to either conduct as many interviews as possible and then tally, or we could use methods such as questionnaires or other subject completed instruments. Such instruments give us insight into the thoughts of those being sampled or interviewed and it is also less time consuming (Behling & Law, 2000)..
What are the instruments you will use to collect data or qualitative information?
For qualitative analysis the following instruments can be used:
Audio and video tape interviews
Direct or non direct participation observation
Field notes
Journals
Logs
Clustering and characterizing data
Examining concepts and themes
Defining relationships among different concept
What is the appropriate sampling method?
There are a number of sampling methods each suitable for different instances such as:
Quota methods
Quota Sampling: When we have access to a large population
Proportionate Quota Sampling: When we know population distribution across the group
Non proportionate quota sampling: When there is a wide variety in the characteristics
Selective methods
Diversity sampling: When we are looking for differences
Snowball sampling: Seeking similar subjects
Purposive sampling: When we are studying a particular group
Expert sampling: When we want expert opinion
References
Behling, O., & Law, K. (2000). Translating questionnaires and other research instruments (1st ed.). Thousand Oaks, Calif.: Sage Publications.
Neuman, W. (1997). Social research methods (1st ed.). Boston: Allyn and Bacon.