

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

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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.