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This online course will teach you how to choose the most appropriate data collection method given your audience, the topic area of your research, and the methodology you plan to use. Choosing the right data collection method is critical to the success of any research and this course will help you get it right.

The expert researcher will be aware of methods that are not necessarily their personal or company specialization. This knowledge enables you to:

- Advise your clients objectively on the best approach to inform the business decision.
- Understand data presented to you that has been collected via other modes.
- Build a coherent multi-mode approach to a research project.

By understanding the trade-offs you make in data collection choice, across geographies or target participant types, you will be well situated to have high-level conversations with all the stakeholders in the research process, both internal and external.

Researchers make choices among the data collection methods available to them based on a number of different criteria. In quantitative research some of these choices include:

- Sample coverage: how well or poorly does the method allow you to cover the target population?
- Sample control: how does the method impact the ability to reach the target population?
- Survey tasks required: what does the participant actually have to do? Do they need help to do it?
- What are the tradeoffs in speed and cost?

How you weigh each of these considerations is not absolute but varies from project to project according to the client's needs.

**There are 13 data collection methods covered in this self-paced, self-study course.** A working knowledge of all methods will be beneficial to you in your career. Each topic in this course describes the data collection method, listing its pros and cons and then considers practical issues, including but not limited to:

- Global considerations
- B2B considerations
- Healthcare considerations
- Ethical considerations
- Response rate considerations

## Learning Objectives

After completing this course you should be able to:

1. Demonstrate knowledge of the different quantitative survey methods available to market researchers including online, mobile, telephone, in-person, and mail.
2. Discuss the opportunities and challenges presented by the widespread use of mobile devices.
3. Select appropriate quantitative methodologies based on the specific project needs.
4. Describe techniques for improving survey response rates.
5. Explain and classify the different observational methods used by market researchers including in-person observation and passive data collection.
6. Describe the relative advantages and disadvantages of observational methods and compare them to survey methods.
7. List the key milestones that are required to complete quantitative studies.
8. Discuss the key considerations involved in implementing surveys and observational methods when doing global Market Research.

### **Enroll Anytime. Register Now!**

For more information about the *Quantitative Data Collection Methods*, contact us at [questions@georgiacenter.uga.edu](mailto:questions@georgiacenter.uga.edu) or by telephone at +1-706-542-3537.