

process

The **Improve** Group

Surveys: Advantages	Surveys: Disadvantages
<ul style="list-style-type: none">• Can survey many respondents with relatively low added cost or time for each respondent• Relatively inexpensive per person for large samples• Everyone gets the same instrument• Interpretation of data is fairly objective	<ul style="list-style-type: none">• Difficult to get much detail• Long surveys require lots of logistics management• Response rate can be effected by setting, commitment to organization, and respondent understanding• Can't control how respondents will interpret questions
Group-Administered Surveys	
<ul style="list-style-type: none">• Can observe how well respondents are answering questions	<ul style="list-style-type: none">• Researcher conducting survey will have to avoid biasing results
Telephone Surveys	
<ul style="list-style-type: none">• Able to ask for more detail when needed	<ul style="list-style-type: none">• Sometimes difficult reaching respondents; accurate telephone numbers are becoming harder to get• Costs for each additional survey can be high• Lack of anonymity
Electronic Surveys	
<ul style="list-style-type: none">• Can control how respondents answer questions and avoid invalid responses• Costs for each additional survey are very minimal	<ul style="list-style-type: none">• Not a great method for all populations• Set-up costs may be higher (including staff time learning software)

Interviews: Advantages	Interviews: Disadvantages
<ul style="list-style-type: none">• Researcher can know how respondents are interpreting questions• Able to ask for more detail when needed• Respondents can provide detailed data about areas of interest• Can get interesting stories or anecdotes• Respondents may feel comfortable sharing detailed stories with interviewer	<ul style="list-style-type: none">• Time-consuming; can only get one respondent's data at a time• Because of time, can limit sample size• Interpretation of data is fairly subjective• Can be expensive• Can be difficult to identify common themes or findings among respondents

Interviews: Advantages	Interviews: Disadvantages
<p>Electronic Interviews</p> <ul style="list-style-type: none"> • Relatively low burden for both respondent and researcher • Can send same questions out to multiple respondents and then follow-up as needed 	<ul style="list-style-type: none"> • Response rate may be low without an existing relationship between researcher and respondent • Respondents will likely have concerns about anonymity and privacy • Not a great method for all populations

Focus groups: Advantages	Focus groups: Disadvantages
<ul style="list-style-type: none"> • Researcher can know how respondents are interpreting questions • Able to interview multiple respondents at one time, thus, more cost-effective • Can get interesting stories or anecdotes that illustrate points • Comments from one respondent stimulates discussion among other respondents, creating a deep understanding of an issue 	<ul style="list-style-type: none"> • Group setting may inhibit some respondents from providing information • Strong facilitation skills are sometimes necessary if there are dominant or reluctant respondents • Sometimes hard to coordinate multiple schedules • Comments from one respondent stimulates discussion among other respondents, biasing results
<p>Electronic Focus Groups</p> <ul style="list-style-type: none"> • Can keep questions “open” for multiple days so respondents can continue to add thoughts • Electronic format is more comfortable for some respondents that may be shy in person 	<ul style="list-style-type: none"> • Respondents will likely have concerns about anonymity and privacy • Not a great method for all populations • Set-up costs may be higher (including staff time learning software)

Workshops/Participatory: Advantages	Workshops/Participatory: Disadvantages
<ul style="list-style-type: none"> • Respondents not only share information, but generate ideas • Researcher can know how respondents are interpreting questions • Can break into smaller groups about specific issues • Able to interview multiple respondents at one time, thus, more cost-effective • Comments from one respondent stimulates discussion among other respondents 	<ul style="list-style-type: none"> • Risk of selection bias because most interested respondents are most likely to attend • Complex roles for everyone; researcher and participants are both giving and gathering information • Ideas that are generated need to be validated by non-participants

Observations: Advantages	Observations: Disadvantages
<ul style="list-style-type: none"> • Objective interpretation • Low burden for respondents providing data 	<ul style="list-style-type: none"> • Time-consuming • Some items are not observable • Can be expensive • Participant behavior may be affected by observer presence

MMIS/Records review: Advantages	MMIS/Records review: Disadvantages
<ul style="list-style-type: none"> • Objective interpretation • Low burden for respondents providing data • Relatively inexpensive 	<ul style="list-style-type: none"> • May not correspond to exactly what researcher wants • May be incomplete or require additional interpretation • May have restrictions about how data can be used if respondents were guaranteed privacy