

# process

TheImproveGroup

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

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

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

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

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

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

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