

What Are The Pros and Cons of Data Collection Methods?

Contributed by DJS Research Ltd.

What are the advantages and disadvantages of mail surveys?

The advantages of mail surveys are:

- No interviewer bias
- Cheap
- Repeatable
- Often gains thoughtful answers

The disadvantages are:

- Doesn't ensure qualified respondent
- Low response rate
- Inability to gain further detail / probe
- Poor turnaround time

What are the advantages and disadvantages of telephone surveys?

The advantages of telephone surveys are:

- Ensure qualified respondent
- Ability to probe / Gain further detail
- Fast turnaround time
- Good response rate

The disadvantages are:

- Distribution bias (difficult to reach certain segments)
- Use of phone mail and answering machines
- No absolute assurance of confidentiality
- Interviewer bias

What are the advantages and disadvantages of in-person or face-to-face surveys?

The advantages of in-person surveys are:

- Ensure qualified respondent
- Ability to probe and can show objects etc
- Good response rate
- Respondent involvement

The disadvantages are:

- Pontential exists for interviewer bias
- Expensive due to travel and other costs
- Interviewer bias can be extreme
- Poor turnaround time

What are the advantages and disadvantages of Internet surveys?

The advantages of Internet surveys are:

- Low cost
- No interviewer bias

The disadvantages of Internet surveys are:

- Doesn't ensure qualified respondent

Biased respondent demographics (not projectable)
Inability to probe (can ask only a couple of questions)
Poor response rates - facility exists for survey to be terminated

What are the major advantages and disadvantages of focus groups?

The advantages of focus groups are:

Can include product demo's, visuals, and food service
Good idea generator (brain storming)

The disadvantages are:

Can be very expensive (recruiting, incentives, etc.)
One focus group session represents only a single data point (not statistically valid)
A group leader may appear and adversely affect overall results
Participants may not attend (risk of failure)
Recruiting is limited - participants must be able to attend and therefore limited to those who work or live nearby.
Client personnel may coach participants or edit transcripts. To see further information please visit DJS Research by clicking here: [Market Research UK](#)

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