

Student name; ALPHA BEDDOR KAMARA.

MODULE; DIGITAL SKILLS AND RESEARCH METHODS.

MODULE CODE; BMSW 4003.

MODULE LEADER – KOUSHIK MODAK

TOPIC; THE IMPACT OF VIRTUAL LEARNING ENVIRONMENT MOODLE OF OUR UNIVERSITY ON THE LEARNING EXPERIENCE OF THE STUDENT AT UWTSO LONDON CAMPUS.

TABLE OF CONTENTS.

RATIONALE.

RESEARCH OBJECTIVES.

LITERATURE REVIEW/REVIEW OF THE EXISTING LITERATURE.

Research methodology.

Research method and the methodology.

Class development of a questionnaire.

Primary data Analysis.

Secondary data Analysis.

Conclusion and Recommendation.

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiment, etc. PRIMARY DATA are usually collected from the source where the data originally originates from and are regarded as the best kind of data in research.

The source of primary data are usually chosen and tailored specifically to meet the demands or requirements of a particular research. Also, before choosing a data collection source, things like the aim of the research and target population need to be identified.

FOR EXAMPLE.

When doing a market survey, the goal of the survey and the sample population need to be identified first. This is what will determine what data collection source will be most suitable – an offline survey

will be more suitable for a population living in remote areas without internet connection compared to online surveys.

EXAMPLES OF PRIMARY DATA.

.market research.

This is an important aspect of business strategy that involves the process of gathering information about the target market and customers. The data gathered during market research is primary as it is tailored specifically to meet the business needs.

An organization doing market research about a new product [say phone] they are about to release will need to collect data like purchasing power, feature preferences, daily phone usage, etc. From the target market. The data from past surveys are not used because the product differs.

.student Thesis.

When conducting academic research or a thesis experiment, student collect data from the primary source. The kind of data collected during this process may vary according to the kind of research being performing – lab experiments, statistical data gathering.

Etc, a student carrying out a research project with the aim of finding out the effect of daily intake of fruit juice on an individual's weight will need to take a sample population of 2 or more people,

Feed them with fruit juice daily and record the changes in their weight. The data gathered throughout this process is primary.

PRIMARY DATA COLLECTION METHODS.

Primary data collection methods are different ways in which primary data can be collected. It explains the tools used in collecting primary data, some of which are highlighted below;

.interviews;

Interview is a method of data collection that involves two groups of people, where the first group is the interviewer [the researchers asking questions and collecting data] and the interviewee [the subject or respondent that is being asked questions]. The questions and responses during an interview may be oral or verbal as the case may be. Interviews can be carried in 2 ways namely; in person interviews and telephonic interviews, An in – person interview requires an interviewer or a group of interviewers to ask questions from the interviewee in a face to face fashion.

It can be direct or indirect, structured or unstructured, focused or unfocused, etc. Some of the tools used in carrying out in- person interviews include a notepad or recording devices to take note of the conversation- very important due to human forgetful nature.

Telephonic interviews, on the other hand, are carried out over the phone through ordinary voice call or video calls. The 2 parties involved may decide to use video call like skype to carry out interviews.

A mobile phone, laptop, tablet or desktop computer with an internet connection is required for this.

PROS

. In- depth information can be collected

. Non- response and response bias can be detected.

- . The samples can be controlled.

CONS

- . It is more time- consuming .

- . It is expensive.

- . The interviewer may be biased.

. Surveys and Questionnaires –are 2 similar tools used in collecting primary data . They are a group of question typed or written down and sent to the sample of study to give responses.

After giving the required responses. The survey is given is given back to the researcher to record. It is advisable to conduct a pilot study where the questionnaires are filled by experts and meant to assess the weakness of the questions or techniques used.

There are 2 main types of surveys used for data collection, namely; online and offline surveys.

Online surveys are carried out using internet- enabled devices like mobile phones , pc, tablets, etc.

They can be shared with respondents through email, websites, or social media. Offline surveys, on the other hand , do not require an internet connection for it to be carried out.

The most common type of offline survey is paper- based surveys. However, there are also offline surveys like formplus that can be filled with a mobile device without access to an internet connection.

This kind of survey is called online- offline surveys because they can be filled offline but require an internet connection to be submitted.

PROS

- . Respondents have adequate time to give responses.

- . It is free from the bias of the interviewer.

- . They are cheaper compared to interviews.

CONS

- . A high rate of non- response bias

- . It is inflexible and cant be changed once sent.

- . It is a slow process.

. Observation method is mostly used in studies related to behavioral science. The researcher uses observation as a scientific tool and method of data collection. Observation as a data collection tool is usually systematically planned and subjected to checks and controls.

There are different approaches to the observation method- structured or unstructured. Controlled or uncontrolled, and participant, non- participant, or disguised approach.

The structured and unstructured approach is characterized by careful definition of subjects of observation, style of observer, conditions, and selection of data. An observation process that satisfies this is said to be structured and vice versa,

A controlled and uncontrolled approach signifies whether the research took place in a natural setting or according to some pre-arranged plans. If an observation is done in a natural setting, it is uncontrolled but becomes controlled if done in a laboratory.

Before employing a new teacher. Academic institutions sometime ask for a sample teaching class to test the teachers ability. The evaluator joins the class and observes the teaching. Making or her a participant.

The evaluation may also decide to observe from outside the class, becoming a non- participant. An evaluator may also be asked to stay in class and disguise as a student . In order to carry out a disguised observation.

PROS

- . The data is usually objective.
- . Data is not affected by past or future events.

CONS

- . The information is limited,
- . It is expensive

. FOCUS GROUPS

A focus group is a primary source of data collection because the data is collected directly from the participant. It is commonly used for market research. Where a group of market consumers engage in a discussion with a research moderator

It is slightly similar to interviews, but this involves discussions and interactions rather than questions and interactions rather than question and answers. Focus groups are less formal and participants are the ones who do most of the talking, with moderator there to oversee the process.

PROS

- . It incurs a low cost compared to interviews. This is because the interviewer does not have to discuss with each participant individually.
- . It takes lesser time too.

CONS

- . Responses bias is a problem in this case because a participant might be subjective to what people will think about sharing a sincere opinion,
- . Group thinking does not clearly mirror individual opinions.
- . Experiment

An experiment is a structure study where the researchers attempt to understand the causes , effects, and processes involved in a particular process. This data collection method is usually controlled by the researcher. Who determines which subject is used , how they are grouped and the treatment they receive.

During the first stage of the experiment. The researcher selects the subject which will be considered. Some action are therefore carried out on these subjects, while the primary data consisting of the actions reaction are recorded by the researcher.

After which they will be analyzed and a conclusion will be drawn from the result of the analysis. Although experiments can be used to collect different types of primary data. It is mostly used for data collection in the laboratory.

Pros

- . It is usually objective since the data recorded are results of a process.
- . Non-response bias is eliminated.

Cons

- . Incorrect data may be recorded due to human error.
- . It is expensive.

Primary data can be collected with formplus using online surveys or questionnaires. Therefore. We will be showing you how to use a questionnaire to collect primary data .

Create a Questionnaire

1With respect to your relationship status . Are you currently

Married.

Single.

2.Are you

. Male

.Female

3.Highest education

.Middle school

.High school

4.Occupation

Age- less than 25

25 to less than 35

How helpful or unhelpful your customer service reps are.

Extremely helpful

Very helpful

Helpful

Unhelpful

Neither helpful

Nor unhelpful

Advantages of primary Data over secondary Data

When discussing the advantage of primary data over secondary data . A lot of examples can be sighted. This is because primary data has vast uses in research, statistics, and even business.

. SPECIFIC

Collecting your own data allows you the freedom to address issues specific to your business. Or research aim. In this case. The data collected is exactly what the research want and need.

. Accurate

Primary data is much more accurate compared to secondary data. For example, when collecting statistical data from online sources, you are at risk of coming across false data.

.CONCLUSION

The study of primary data is not something that can be neglected in research and statistics, it entails the use of immediate data from its original source for research and drawing conclusions,

The different source of primary data collection are designed in a way that the data collected are tailored to the specific research needs, Although it can be a long process it provides first-hand information that is preferable in many cases. For a research process to be successful, it is absolutely important to have access to reliable data. This is one of the situations where primary data becomes a better choice.

WHAT IS SECONDARY DATA?

Secondary data is public information that has been collected by others, it is typically free or inexpensive to obtain and can act as a strong foundation to any research project- provided you know where to find it and how to judge its worth and relevance.

. Secondary data Examples

Sources of secondary data include [but are not limited to];

Government statistics are widely available and easily accessed online, and can provide insights related to product shipments, trade activity, business formation, patents, pricing and economic trends, among other topics, however, data is often not presented explicitly for the subject you are interested in, so it can take some manipulation and cross- checking of the data to get it as narrowly focused as you d like.

Industry associations typically have websites full of useful information – an overview of the industry and its history, a list of participating companies, press releases about product and company news, technical resources, and report about industry trends, some information may be accessible to members only [such as member directories or market research]. But industry associations are a great place to look when starting to learn about a new industry or when looking for information an industry insider would have.

Advantages and disadvantage of secondary data.

Secondary data is available from other source and may already have been used in previous research, making it easier to carry out further research. It is time - saving and cost – efficient; the data was

collected by someone other than the researcher. Administrative data and census data may cover both larger and much samples of the population in detail. Information collected by the government will also cover parts of the population that may be less likely to respond to the census [in countries where this is optional].

REFERENCES

Managementstudyguide.com. Retrieved 2016-03-18

[Http://www.socresonline.org.uk/12/3/2.html](http://www.socresonline.org.uk/12/3/2.html)

www.formpl.com. Us 15 Jan 2020

www.statisticshowto.com

Methods.sagepub.com. 27 Dec 2012

Blog.market .research.com

Alison wolf. May 5. 2016

[Www2000.ogsm.vanderbilt.edu/marketing.research.spring.1996](http://www.ogsm.vanderbilt.edu/marketing.research.spring.1996)

Bishop,L[may2007]

