

Method	Overall Purpose	Advantages	Challenges	Managing Data Analysis & Reporting
Surveys	Want to gather the same data (quantitative or qualitative) from a group of people; useful in population and program evaluation	<ul style="list-style-type: none"> • Same info from large number of respondents • Gather numerical data and simple qualitative data • Aggregation/analysis can be relatively simple 	<ul style="list-style-type: none"> • Instrument development can be challenging • Cannot ask in-depth questions nor probe • Convenience sample; limited generalizability • Cannot aggregate data from surveys with different methods, e.g. regional and local population surveys 	<p>Managing Data</p> <ul style="list-style-type: none"> • Consider entering surveys into web-based survey, e.g., Survey Monkey <p>Analysis</p> <ul style="list-style-type: none"> • Capture numbers, percentages, average <p>Reporting</p> <ul style="list-style-type: none"> • Describe methods, strengths, limitations/potential biases • Use tables and charts
Focus groups	Explore a topic in depth through group discussion, e.g., about reactions to an experience or suggestion, understanding common complaints, etc.; useful in evaluation and marketing	<ul style="list-style-type: none"> • Qualitative data with “depth, nuance, variety” • Can probe for detail • Quickly and reliably get common impressions • Can be efficient way to get range and depth of information in short time • Can convey key information about programs • Builds “buy-in” 	<ul style="list-style-type: none"> • Logistics/prep work • Need good facilitator for safety and closure • Difficult to schedule 6-8 people together • Can be hard to analyze responses; limited generalizability 	<p>Managing Data</p> <ul style="list-style-type: none"> • Start with end in mind – what type of report do you need? • Capturing data ranges from transcribing focus groups to using a “recording form” <p>Analysis</p> <ul style="list-style-type: none"> • Code transcripts “scissor-and-sort” or use software <p>Reporting</p> <ul style="list-style-type: none"> • Depends on audience • Describe methods, strengths, limitations/potential biases • Report themes, outliers, conclusions/recommendations
Interviews	Want to fully understand someone's impressions or experiences, or learn more about their answers to questionnaires	<ul style="list-style-type: none"> • Get full range and depth of information; gather in-depth insights, stories, quotes from experts • Develops relationship with client • Can ask questions about sensitive topics • Can be flexible with client 	<ul style="list-style-type: none"> • Requires trained interviewer • Interviewer can bias client's responses • Can take time • Can be costly • Can be hard to analyze and compare; limited generalizability 	<p>Managing Data</p> <ul style="list-style-type: none"> • Start with end in mind – what type of report do you need? Summary/details? • Capturing data ranges from transcribing to using a “recording form” <p>Analysis</p> <ul style="list-style-type: none"> • Code transcripts “scissor-and-sort” or use software <p>Reporting</p> <ul style="list-style-type: none"> • Depends on audience • Describe methods, strengths, limitations/potential biases • Report themes, unique issues, conclusions/recommendations • Use quotes to illuminate points
Observation	To gather accurate information about how a program operates, particularly about processes	<ul style="list-style-type: none"> • View operations of a program as they are actually occurring • Can adapt to events as they occur 	<ul style="list-style-type: none"> • Can be difficult to interpret seen behaviors • Can be complex to categorize observations • Can influence behaviors of program participants 	<p>Managing Data</p> <ul style="list-style-type: none"> • Start with end in mind – what type of report do you need? • Capturing data using a “recording form” <p>Analysis</p> <ul style="list-style-type: none"> • Aggregate data from recording forms <p>Reporting</p> <ul style="list-style-type: none"> • Depends on audience • Describe methods, strengths, limitations/potential biases • Report themes, unique issues, conclusions/recommendations