Sheet 8

In the last lecture we have discussed the questionnaires advantages and disadvantages.

Interviews Advantages:

1-**Higher response rate** (up to 90%)

2-**Wider variety of people**:

You can choose who will do the interview and by what means you are to do it (according to exclusion and inclusion criteria).

3- **Richer data**:

No missed data (collecting data on spot; face to face)

Note: interviews give us better data quality without missed information.

Data Quality:

-**interpersonal skills ease and build rapport:** Trust between the researcher & the respondent.

-**probing**: if the participant didn't understand the questions you have asked, you can clarify it by another questions (frequently used in open ended questions & qualitative research).

Structured self-reports:

- **Social desirability**: participants give answers depending on their cultural beliefs & acts.

- **Extreme responses**: the participants will choose 1st or the last answer for all questions. To solve this problem researchers use reversed scales

- **Acquiescence**: agree with the researcher upon the answer that the researcher prefer.

Check lists: (example: OSCE)

The observer is the data collector:

- Done or not done

- Category or selection (ex. Age (1-4), (5-8), etc.)

Rating scale:

- Numbers on scale (ex. Pain scale, semantic scale)

- Dimensions typically bipolar (ex. No pain – Extreme pain)

Sampling:

The sample linked to the data collection based on:

1- **Time sampling**: involve specification of the duration and frequency of observational periods (intervals, periods), ex. Medication sampling.

2- **Event sampling**: select integral behavior or event of special type for observation (behavior, experience, and events), ex. C-section.

Observer biases:

- **Observer**: the researcher/ data collector.

- Bias can be from the participant or the observer.

1- **Central tendency**: participants tend to give the middle answer always.
This is not good; we'll not be able to give accurate estimations

2- **Halo effect**: effect of the data collector on the participants positively or negatively.
Ex. If the researcher was from JU: +ve effect
If the researcher was from unknown institute: -ve effect

3- **Assimilatory biases**: the participant have +ve attitude toward certain phenomenon.
ex. The participant was sick and he took a medication that made him feel better, he will have +ve attitude toward this medication

4- **Contrast bias**: the participant has –ve attitude toward certain phenomenon.

5- **Errors of leniency**: carelessness in collecting the data.

6- **Errors of severity**: being very strict in collecting the data.

Note: research taking should be done voluntarily

Bio physiological measures:

- **In vivo**: to do the study in the human body or living tissue. Ex. Central line, catheter

- **In vitro**: to do the analysis in a glass (Lab)

- **Objective**

- **Accurate**: depend on calculations (not like psychosocial measures)