ARTNet Greater Mekong Sub-region (GMS) initiative

Session 8

Wrap up
Before deciding to collect primary data,

• **Check very carefully**: is the required data already available somewhere?
Start with a Clear Research Framework

Researchers decide

– which research questions to ask,

– which groups to study,

– how those groups should be divided

– which variables to focus upon, and

– how best to categorize and measure such variables.

Population and Sample

Sampling frame and methods

Design of questions and response formats
Key Considerations

• **Sampling method**
  – No-bias and precise

• **Sample size**
  – large but manageable

• **Survey methods**
  – Types and coverage of the data, time, and money.

• **Question designs and response formats**
  – Short, simple, and focus
  – Data scales must support the analytical framework

• **Pilot testing**
  – To maximize the response rate, and reduce non-sampling error
After the Survey

• Data processing
  – Coding, Keying in, and Editing

• Data Analysis
  – Interpreting Qualitative and Quantitative Data
  – Tools form Data Analysis
    • Tables and Diagrams.
    • Descriptive Statistics
    • Statistical Testing
    • Regression Analysis (if appropriate)

• Producing a report