

ARTNeT Greater Mekong Sub-region (GMS) initiative

# Session 8

*Wrap up*



Asia-Pacific Research and Training Network on Trade

[www.artnetontrade.org](http://www.artnetontrade.org)

# 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