

MS(HR) 552-Methods of Data Collection

Lecture 24



Recap from last lecture

In the last lecture, we discussed:

- Diagnosis
- Need for diagnosis
- Open Systems Model
- Input, Transformation and Output
- Organizational Level Diagnosis

Topics to be covered today:

➤ Questionnaires

➤ Interviews

➤ Observations

1. Questionnaires

- One of the most efficient ways to collect data is through questionnaires
- They typically contain fixed response queries about various features of an organization
- They can be analyzed quickly specially with the use of computers
- Customized questionnaires are tailored to the needs of a particular client

Drawbacks of Questionnaire Method

- Responses are limited to the questions
- They provide little opportunity to probe for additional data
- The employees may not be willing to provide honest answers
- Questionnaires often elicit response bias such as the tendency to answer questions in a socially acceptable manner.

2. Interviews

- Individuals or group interviews
- Most widely used technique for data collection in OD
- Further probing and clarification is possible
- Flexibility in gaining private views
- May be structured or unstructured
- Group interviews save time and allow people to build on others' responses.

Drawbacks:

- Amount of time required to conduct and analyze them
- Personal bias can distort the data

Observations

- Observe organizational behaviors in functional settings
- This can be done by walking casually through a work area and looking around
- Observation can range from complete participant observation or more detached observation
- Free of biases and distortions

Drawbacks:

- Difficulty interpreting the meaning underlying the interpretations
- Personal bias can distort data if the observer is not properly trained

Summary

In today's lecture, we discussed:

- Questionnaires
- Interviews
- Observations

Thank you

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