

Glossary

1. Primary Data

Primary data are the data collected first hand by the researcher specifically for a purpose to facilitate the study.

2. Validity

Validity is the quality of a research that makes it trustworthy, scientific, logical and acceptable.

3. Authenticity

Authenticity is the quality of being genuine or not corrupted from the original.

4. Reliability

The word reliable means that something is dependable and it will give the same outcome every time. Reliability is the certainty that the research is enough true to be trusted on.

5. Observation

An observation involves the use of our five senses and the ability to ask questions and answer them.

6. Personal Interview

Personal interview is a face to face contact with the person from whom the information needed to be gathered.

7. Telephonic Interview

Collecting information by contacting the respondents on telephone itself is called telephonic interview.

8. Focused Interview

Interview can also be focused interview when attention is given on the experience of the respondent.

9. Clinical Interview

Clinical interview is related to the feelings or motivations of the individual.

10. Non-directive Interview

Non-directive interview when the respondent is just encouraged to talk about a topic with bare minimum questions.

11. Questionnaire

Questionnaire is a written list of questions which are answered by a lot of people in order to provide information for a report or a survey.

12. Schedule

Schedule is a set of questions which is generally filled by an enumerator who is specially appointed for this purpose.

13. Secondary Data

Secondary data are the data in the hands of an individual gathered for some other purpose but utilized for this specific problem.

14. Qualitative Data

Qualitative data are the data expressed in the non – numerical form e.g., poor, satisfaction and so on.

15. Quantitative Data

Quantitative data are the data expressed in numerical form - e.g. height, weight, income and so on.