
Activity 3-1

The Research Persona and Data Collection

Reflect back on Module 1 and the discussion on the *Research Persona*:

Spend a few moments considering which data collection techniques you most resonate with?

Do these techniques provide scope for conducting a rigorous analysis of community, or will your data set need to be supplemented further?

How might you draw data from those techniques you are not comfortable using?

Points to Note...

Module 3 introduces a set of data collection techniques for undertaking social research. Although these techniques are divided broadly into *Qualitative* and *Quantitative* techniques, and will resonate with you according to this distinction, keep in mind that rigorous social research will utilize a number of different data collection techniques simultaneously to develop its findings.

The Task

This task requires you to contemplate the data collection techniques presented in Module 3 according to your Research Persona. Which data collection techniques most align with the sort of researcher you are?

Social Research Toolkit:

using social research in local government
community engagement