

Interview, Focus Group, Observation, or Survey?

Consideration	Interview	Focus Group	Observation	Survey
I need a large sample.				X
I have limited resources in terms of funds and staff time.		X		X
I need data from specific individuals.	X	X	X	X
I may need to make sure, in real time, that participants understand my questions.	X	X		
I need quantifiable data.			X	X
I have concerns about the literacy skills of my sample.	X	X	X	
I need full or very high participation rates from my sample.	X		X	
I need to ask follow-up questions.	X	X		
I am concerned that participants are influenced by social pressures.			X	X
I am looking for new ideas to emerge.	X	X	X	
I see value in participants building on one another's responses and ideas.		X	X	

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