



Tool Development

Survey Tool / Instrument development Questionnaire (for Survey), Interview & Focus Group Discussion Guide Develop ment for Master's & Ph.D. Dissertation Service

Developing primary and secondary data tools form an important step in progressing your dissertation research topic. However, the choice of an instrument for data collection is an important aspect to consider during the research design. The determination of an appropriate measure of data collection is dependent on a number of topics including the complexity of the topic, the desired rate or response and most importantly the time and the money available. Another aspect which plays a role in the determination of the instrument is dependent on the size of the population. The value of research is related to its data collection methods and importantly, whether or not it includes both secondary and primary data. Primary data contains original data collected by the researcher, to obtain a clear idea on the topic. Primary data collection provides direct access to the

participants so that there can be a lesser error as well as the bias of the researcher. Primary data also helps in providing immediate data for analysis.

Tutors India, pioneer in survey question- naire & Interview / focus group designing

Tutors India has years of experience in data collection to assist scholars in creating an efficient primary data set. The primary data collection is in the form of two types of tools namely Quantitative and Qualitative. Quantitative tools are close-ended structured questionnaires where the survey will be conducted in the form of structured questionnaires, face to face interview, telephonic interview or direct observations. Qualitative tools are a semi-structured questionnaire or open-ended questions. The interviewee is free to express his ideas without any limits. Tutors India provides full assistance in both qualitative and quantitative tools. At Tutors India, we help you in the questionnaire or interview guide development process. Our expertise has rich experience in developing questionnaire using scales, questions for interview guide, and focus group guides.

Survey tool development Service features

Tool development based on the objectives & Hypothesis

Tools for Survey Research: Survey has been defined as “a system of collecting information to describe, compare or explain knowledge, attitudes, and behavior”. It is a way of collecting information about the characteristics, attitudes, actions, or opinions of a large sample of people, cluster, organization, or other units referred to as a population. At Tutors India, we develop survey tools such as questionnaires and interviews. The most practical ways for survey researchers to collect data for analysis are self-administrated questionnaires and in-person or telephone interviews.

Interviews

Interviews are considered to be the main tool of the qualitative researcher for data collection as it allows the best access to the interpretations that the participants have regarding the actions and events, which have or are taking place and the views and aspirations of themselves and other participants. Three major types of interviews are developed by Tutors India experts that include structured interviews, semi-structured interviews, and unstructured interviews. Personal interviews, face to face group interviewing and telephone surveys are the different forms of interviews usually undertaken.

Pilot Study

E-Learning Dissertation Proposal development

A pilot study will be conducted at the end of the exploratory phase by the team of Tutors India. Any questionnaire is subjected to a population to collect data the questionnaire should be piloted. We ensure to conduct a pilot study that the respondents do not have issues with the questionnaire. The feedback that is often received at the end of the pilot study is used to improve the questionnaire before the main data collection is carried out. We focus on clarity of the questions, relevance of the questions, overall layout of the entire questionnaire and length of time taken to complete the questionnaire.

Assessing the reliability and validity of the Tool

We also conduct reliability and validity of the tool being developed. We ensure internal validity which can address the true causal nature of the outcome of the study. A strong internal validity indicates that apart from the reliable measurement of the instrument it is important to have a strong justification which helps to link the related variables. Internal validity also ensures that there is causal control. Internal validity is maintained in this research by ensuring that certain causal threats are avoided like Perceptual inaccuracies: Inaccuracy in recollection of past event, Halo effect: Preconditioning of the subject to answer; Memory recall bias: bias and forgetfulness of the participant and; Reflexivity: The subject provides the answer that seems the most correct and not what he or she actually feels. Further, reliability to ensure whether the results obtained are comparable to the findings obtained by a different researcher who performs a similar procedure to study a similar phenomenon.

Revision and finalizing the Questionnaire

The feedback that the researcher received at the end of the research methodology provided the opportunity to make changes to the questionnaire.

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Fully Referenced

Our dissertation work is fully referenced with latest articles and textbooks. We refer only peer-reviewed sources such as scholarly articles and textbook to select the topic. We refer database including Web of Science, ProQuest, Google Scholar, Business Source Complete, and latest

newspapers articles such as Economic Times, Forbes, The Wall Street, The Economics to identify the industrial problem.

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