Four main data collection methods

Methods	Key informant interviews[6]	Surveys	Focus group discussions	Observation
Goal	Overview from many perspectives	Facts, data	Exploration or in-depth understanding	Verification and triangulation
Unit of focus	Individuals who know the community (inside or outside)	Individual or household	Group members who share one or more characteristics (not individuals)	Site or community (assessment team perspectives)
Common instruments	Semi-structured interview guide	Questionnaire	Topical outline	Checklist
Approach	Qualitative and quantitative; extractive	Quantitative, extractive	Qualitative, participatory	Qualitative, but easy to quantify
Those providing data are called	Informants	Respondents (e.g. household heads)	Participants	Volunteers or Red Cross Red Crescent staff