

PROLOGUE

The first part of the book discusses the importance of understanding the context of the data being analyzed. It emphasizes the need for a clear understanding of the research objectives and the specific questions being addressed. This involves a thorough review of the literature and a careful selection of the data sources. The author also discusses the importance of ensuring the reliability and validity of the data, and the need to be transparent about the methods used to collect and analyze the data.

Method	Advantages	Disadvantages
Survey	Wide reach, easy to administer	Low response rate, self-report bias
Interview	Deep insights, flexibility	Time-consuming, interviewer bias
Focus group	Group dynamics, rich data	Groupthink, dominant voices
Case study	Depth of understanding, context	Limited generalizability
Experiment	Control, causality	Artificiality, limited external validity

KINGSTON

