

Master I (LS)

Methodology in Social Sciences

The Quality of Data

(Part II)

Prof. Rahmouna ZIDANE

Department of English

University of TLEMCEM

The Quality of Data

- The quality of the gathered data is an important element that influences the research findings. It is based on the data integrity which implies the validity and reliability of the collected information.

Data Quality Assessment

- ❑ In order to obtain reliable research results, it is necessary to get valid and accurate information. Therefore, the researcher has to assess the quality of the gathered data using several techniques that are employed to detect errors in the process of data collection.

Data Quality Assessment

- Two main approaches are followed to preserve the integrity of the collected information and ensure good data quality. They refer to a set of activities and procedures that aim at improving the validity and reliability of the gathered information. These approaches are: quality assurance and quality control.

Quality Assurance

- Quality assurance is a procedure that aims at preventing errors and ensuring the quality of information. It precedes the process of data collection as it attempts to check the reliability of the research tools and strategies. It refers to the activities that take place before starting to gather information.

Quality Assurance

- The main purpose of quality assurance is the identification of the problems that may occur when collecting data. It helps to discover the difficulties that may arise during such a process and the causes of these problems such as the uncertainty about the methods of research and the vague description of the research activities.

Quality Assurance

- ❑ Quality assurance focuses on explaining the issues that may lead the researcher to deviate from the original plan. It relies on the careful planning of the steps to be undertaken in the phase of information gathering and the items that should be collected as well as the accurate choice of the research instruments.

Quality Control

- ❑ Quality control aims at checking the quality of the obtained data by detecting and correcting errors. It refers to the activities taking place during and after data collection. It involves detection and action.

Quality Control

- Detection implies the monitoring of the data quality through the use of a defined structure to examine the gathered information and to question their accuracy. It can take the form of the examination and review of the collected data to discover inconsistencies and errors.

Quality Control

- ❑ The action phase focuses on the activities that are necessary to correct faulty information. It involves a set of procedures and corrective actions that aim at ensuring the reliability of the results.
- ❑ For instance, the same respondents might be asked the same questions on two distinct occasions in order to check the quality of the collected data.

The Quality of Data

- ❑ The effectiveness of the gathered information depends on the appropriate implementation of the procedures of quality assurance and quality control.
- ❑ Training is needed for the successful assessment of the quality of the collected data. Also, the researcher must rely on a variety of sources and reliable research instruments.

References

- ❑ Monsen, Elaine R., and Van Horn, Linda. (2008),
Research: Successful Approaches. USA: American
Dietetic *Association*.
- ❑ Shamoo, Adil E., and Resnik, David B. (2009).
Responsible Conduct of Research. Oxford: OUP.