<table>
<thead>
<tr>
<th>METHOD</th>
<th>ADVANTAGES</th>
<th>DISADVANTAGES</th>
</tr>
</thead>
</table>
| Surveys (Mail)                | • Can survey many people  
• Not time-consuming  
• Relatively inexpensive  
• Everyone gets the same instrument  
• Objective interpretation | • Difficult to get much detail  
• Sometimes difficult to get correct addresses  
• May be problems with interpreting questions  
• Sometimes a problem getting surveys completed and returned |
| Surveys (Group-Administered) | • Can survey many people  
• Not time-consuming  
• Relatively inexpensive  
• Everyone gets the same instrument  
• Object interpretation  
• Relatively inexpensive | • May be problems with interpreting questions  
• Difficult to get much detail |
| Surveys (Telephone)           | • Able to ask for more detail when needed  
• Everyone gets the same instrument | • Sometimes difficult reaching people  
• Lack of anonymity |
| Interviews                    | • Researcher can know how people are interpreting questions  
• Able to ask for more detail when needed  
• Provide detailed data | • Time-consuming  
• Because of time, can limit sample size  
• Subjective interpretation  
• Can be expensive  
• Can be difficult to analyze |
| Focus Groups                  | • Researcher can know how people are interpreting questions  
• Able to interview multiple people at one time, thus, more cost-effective  
• Responses from one person provide stimulus for other people | • Group setting may inhibit some individuals from providing information  
• Sometimes hard to coordinate multiple schedules  
• Responses from one person provide stimulus for other people |
| Observations                  | • Objective interpretation  
• Low burden for people providing data | • Time-consuming  
• Some items are not observable  
• Can be expensive  
• Participant behavior may be affected by observer presence |
| Student Records               | • Objective interpretation  
• Low burden for people providing data  
• Relatively inexpensive | • May not correspond to exactly what researcher wants  
• May be incomplete or require additional interpretation  
• May need special permission to use |
| Collection of Materials       | • Objective interpretation  
• Low burden for people providing data  
• Relatively inexpensive | • May not correspond to exactly what researcher wants  
• May be incomplete or require additional interpretation |

Source: U.S. Department of Education, Office of Educational Research and Improvement