Chapter 4
Reliability and Validity of Data

The reliability and validity of data is an important aspect in the process of a research project. The data that is collected by the researcher should be appropriate and tend to the research problem (Larson, 2014). Every research conducted is based on experimentation and makes the application of certain approaches. This leads to the effective management of its research outlines. Research reliability outlines the effective uniformity of the data collected by the researcher. The data that is collected by the researcher comprises of a mixed approach of the primary and secondary collection of data. The validity and reliability of the collected data is less important as there could be uncertainty in the process of the research work. The research work is uncertain about its authenticity as there can be number of glitches in the process and relevant information of the research work. The information garnered for the research work should also authentic in nature of the data collection. The data that had been collected by the researcher comprised of the primary method of data collection. The primary method of data collection was used for the smooth and timely function of the research work. The primary method of data compilation played an important role in the research as it made the extensive use of the qualitative and quantitative research data technique. This method of data collection aloes plays a vital role in the different responses garnered by the general individuals for the research work. Therefore, the inclusion of the primary data for the research work is reliable, as it tends to generate authentic results.

The researcher has incorporated the utilisation of the quantitative and qualitative data analysis with the special emphasis on the focus groups that were involved for the smooth execution of the research project. The reliability and the validity of the data results depend on the authenticity of the processed research data. The reliability and validity of data is also dependent on the various methods that are employed by the researcher in the process of the work. With the integration of the primary data collection approach the researcher was able to procure effective methods of data control. The data that was collected by the researcher were made more reliable by the integration of proper
segmentation of data and normalising data. The better utilisation of data could lead to the proper utilisation of data techniques. The methods that were employed by the researcher for the validation of data included the application of internal and external validation. Internal validation comprises of the use of appropriate instruments that would garner the growth of research work. External validity comprises of inference that is derived beyond the critical analysis of the research work. The researcher incorporated the use of the internal and external techniques of validity to foster to the growth of the research project. With the proper and effective integration of a reliable and valid data for the research work, the researcher is able to derive authentic inferences at the end of the respective research work.