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There are a variation of tools and techniques that are available to collect quantitative and qualitative data. Researchers usually consider a number of issues that help determine choices between online and offline research methods. Such considerations include the nature of research, population, the sample, resources, procedures and ethical issues. Researchers from different disciplines have different methodological preferences and deploy different online research methods. Online research in particular provides a number of opportunities but at the same time holds some challenges. Data quality, as a concept, among other challenges, is very significant for the quality of research. Data quality includes, but limited to, issues such as accuracy, currentness, consistency, completeness, relevance and interpretability. It is argued that reliability is an issue in connection with quantitative research; however, reliability is simply to be investigated in qualitative research. This presentation considers the consequences of having poor quality data in general; and the experience to maximise the reliability and trustworthiness of data under online quantitative and qualitative approaches. Such discussion of personal experience, in particular, focuses on reliability of data generated from web-based questionnaire and online interview in a research project to assess user motivations' for contribution to open educational resources such as Wikibooks.

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