

PRIMARY

- Data collected for a specific purpose by the business/organisation that needs the data
- Example: To understand customers' needs

SURVEY

- Large amount of data collected
- Find out about the respondents, their behaviour and their opinion
- Requires careful planning to get appropriate answers
- Can be carried out in person, online or by telephone
- Short multiple-choice questions are best
- Responses rates are not very good
- Usually incentives offered
- People may give honest answers if they think it is anonymous
- Questions are usually **qualitative** as well as **quantitative**

FOCUS GROUP

- A group of 8-12 specially invited people invited to discuss a product, issue or strategy
- There are questions asked to the whole group and individuals answer when they can
- A moderator will guide the discussion and control behaviour if it gets heated!
- Data can be less reliable as people may influence others in the group and some people may not want to give an answer

QUESTIONNAIRE

- A questionnaire is similar to a survey and will have a set of questions used for research purposes
- Questionnaires are usually given to people the business knows
- Questions are usually more structured
- Questions are usually **qualitative** as well as **quantitative**

INTERVIEW

- Used to gather or provide information
- Time-consuming
- Job interview most obvious example
- Questions are prepared in advance
- Answers are often scored by two people to see if they agree and they can be analysed to see if they meet the necessary qualities for the job

The **DATA PROTECTION ACT 2018** should be considered with collecting personal data

SECONDARY

- Data that has been collect by someone else
- The data can be bought in by a company/organisation
- The data has already been handled
- Examples
 - Reference materials
 - Research articles
 - Government reports

Types of Questions**OPEN-ENDED**

- Used to stimulate responses
- Data collected might be ideas/opinions
- Can be harder to analyse as it is not necessarily quantifiable

CLOSED

- Limited number of possible answers eg. Yes/No
- Easier to answer as you can total up the answers and produce graphs
- Data is considered to be more reliable, especially when scales are used

Types of Data**QUALITATIVE**

- Harder to analyse
- You could have a large variety of answers
- May need to analyse the data first to categorise answers

QUANTATIVE

- Answers that are numerical give this type of data
- Numerical data is much easier to analyse

Checking Data**RELIABILITY**

- The world wide web is not always reliable as anyone can publish anything – which has led to **FAKE NEWS**
- Not everything you read is reliable eg. A statement about two students fighting
- Data can become out of date
- So both primary and secondary data collected would need to be checked to ensure it is useful

ACCURACY

- The **USER INTERFACE** needs to allow people to enter data quickly and easily else they get frustrated and the data may become unreliable
- The user interface needs to be **INTUITIVE** so they can use easily
- Good User interface design will include these **INPUT CONTROLS**
 - **TEXT FIELDS**
 - **RADIO BUTTONS**
 - **DROPDOWN LISTS**
 - **LIST BOXES**
- Good user interface design will include these **NAVIGATION TOOLS**
 - **NAVIGATION BUTTONS** will make it easier for the respondent to complete a survey
 - **SEARCH FIELDS** so people can find the answer
 - **SLIDERS** to adjust a scale
- Good user interface design will offer help and information:
 - **TOOLTIPS** so you can hover over for help
 - **PROGRESS BAR** so you know how long is left
 - **MESSAGE BOXES** in case you fill something in wrong
- The designer must also consider **ACCESSIBILITY** for people with eg. **TEXT SIZE, COLOURS, VOICE RECOGNITION**
- **DATA CLEANSING** is used to check the data for accuracy, currency and correctness
- **DATA VERIFICATION** is the checking for inaccurate data by entering it twice so it can compare with the original source
- **DATA VALIDATION** checks the data is allowed (though it may not be correct still)
 - **TYPE CHECKS** – is the data the correct type eg. number/text
 - **RANGE CHECK** – is the data within an allowed range eg. 10-21
 - **FORMAT CHECK** – is the data is correctly formatted eg. postcode
 - **LENGTH CHECK** – has the correct number of digits been used?
 - **PRESENCE CHECK** – has the data been entered?
 - **INPUT MASK** – a database can restrict the type/format/amount of data that is entered

Sourcing & Collecting Data