CONCEPT AND SOURCES OF PRIMARY AND SECONDARY DATA
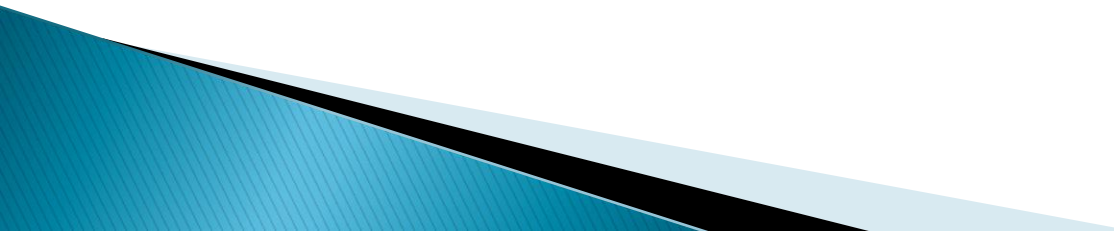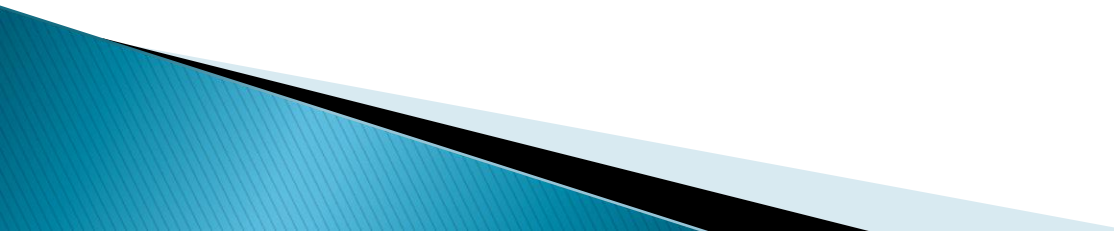
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- ❑ MEANING & TYPES OF DATA.
- ❑ MEANING ,ADVANTAGES & DISADVANTAGES OF PRIMARY DATA.
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- ❑ DIFFERENCE BETWEEN PRIMARY AND SECONDARY DATA.
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- ❑ SOURCES /METHODS OF PRIMARY DATA COLLECTION.
- ❑ SOURCES /METHODS OF SECONDARY DATA COLLECTION.
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INTRODUCTION

❑ Various methods of collecting data are employed by social scientists, researcher, investigators, philosopher, and thinkers. Here we will discuss the varied dimensions relevant to:

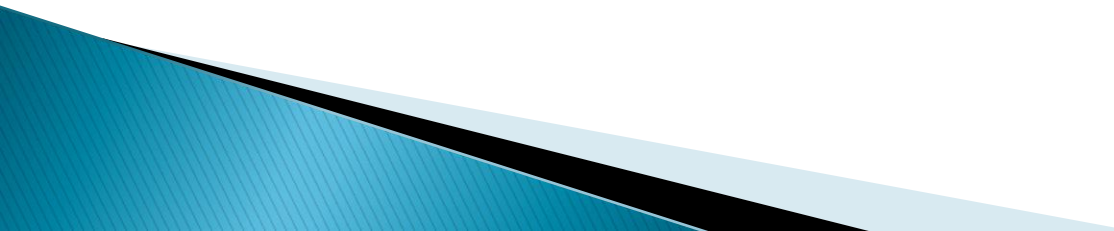*Data generation ,

*Responses and setting for data collection.

❑ The task of data collection begins after a research problem has been defined and research design /plan chalked out. Researcher would have to decide which sort of data he/she would be using for his study & what method of data collection to be most suitable.

MEANING OF DATA

A statistical investigation deals with large mass of inter-related facts in the form of numerical figures. These information in the form of numerical figures is generally termed as data. Whereas sometimes data can be in the form of general description or elaboration too.
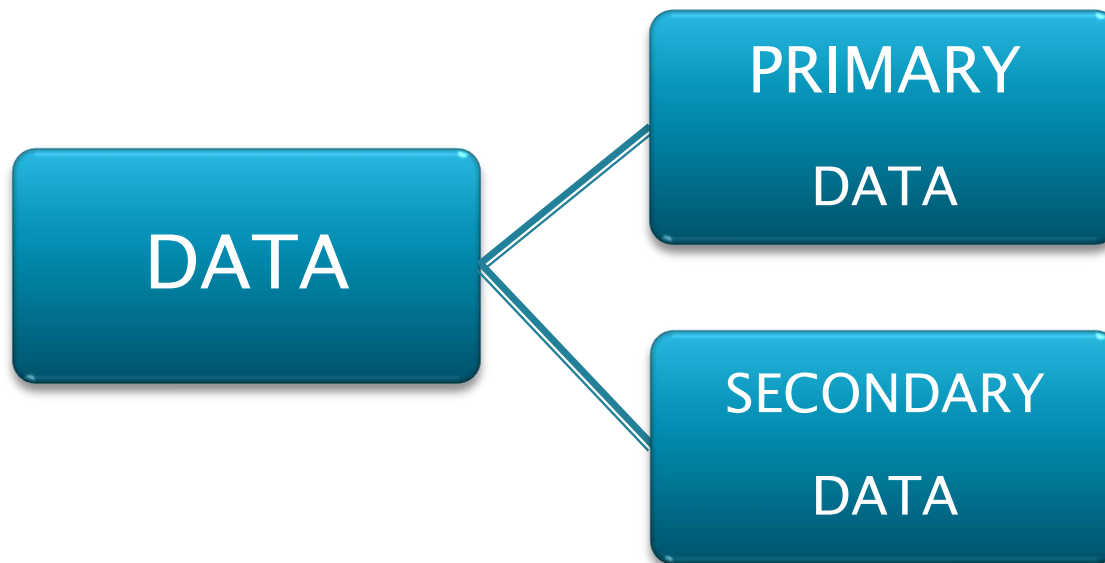
or

Data are special type of information, generally obtained through observation, surveys, enquiries, or are generated as a result of human activity for the purpose of research.
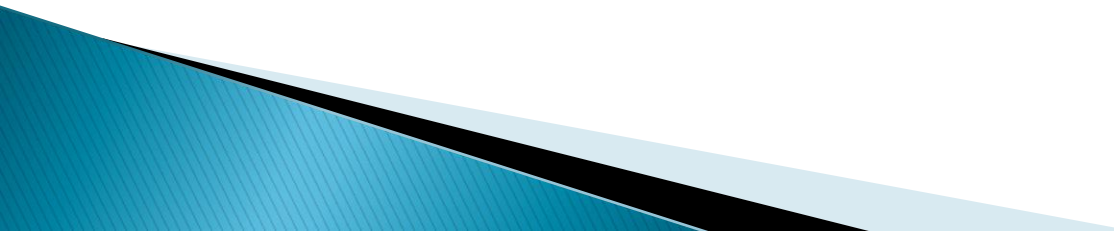
TYPES OF DATA

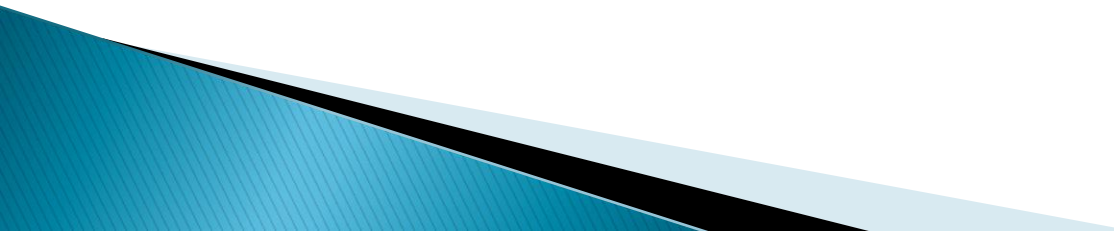▸ On the basis of method and sources by which the data is collected the data is classified into two types:-

MEANING OF PRIMARY DATA

❑ **PRIMARY DATA** : Those data which are collected afresh and for the first time and thus happen to be original in character and known as Primary data. These data are in the shape of raw material.
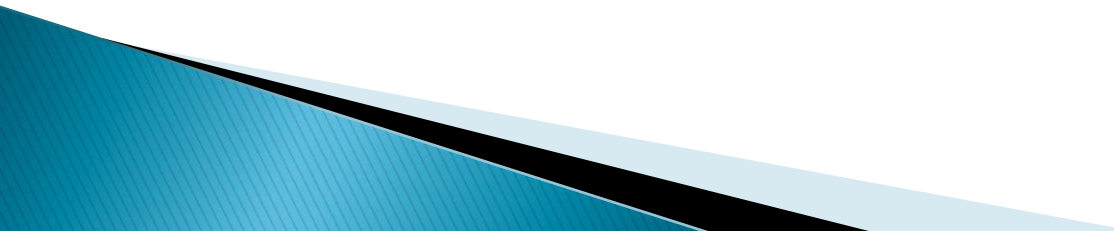
USES & ADVANTAGES OF PRIMARY DATA

- ▸ Original and independent collection increased the authenticity of data.
- ▸ Directly Collection enhance the reliability of data.
- ▸ Used in both quantitative and qualitative research methods.
- ▸ Hidden information can be collected through primary data.
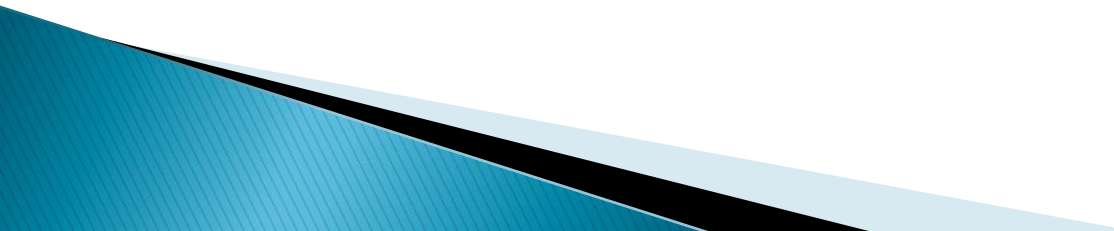- ▸ After analyzed primary data can be used as secondary data.

DISADVANTAGES OF PRIMARY DATA:

- Reliability depend on respondents information accuracy.
- Information can be bias.
- Expensive and time consuming in nature.
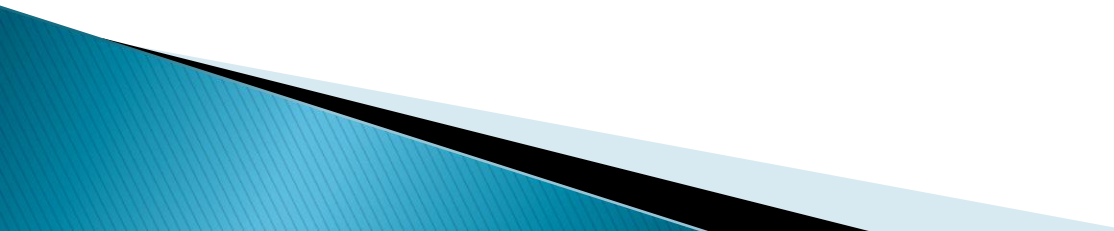- Lack of experience among researcher.
- Requires field work.

MEANING OF SECONDARY DATA:-

❑ **SECONDARY DATA**: Those data which have been collected by someone else and which have already been passed through the statistical process or analyzed by someone else are known as Secondary data. It is the data which may be published or unpublished, but has been collected and is used for some other purpose earlier.

USES/ADVANTAGES OF SECONDARY DATA:

- These data can be quickly manageable.
- Time and cost balance remains maintained.
- Information available is already analyzed by experts.
- Used to update data or reinterpret existing ones.
- Helpful for philosopher, thinker or authors for developing new concept.
- Field work is less.

DISADVANTAGES OF SECONDARY DATA:

- No standard measurement of validity.
- Need expertise.
- Accuracy and reliability is always lesser than primary data.

DIFFERENCE BETWEEN PRIMARY AND SECONDARY DATA

BASES	PRIMARY DATA	SECONDARY DATA
ORIGINALITY	Primary data are always original as it is collected by the investigator himself.	Secondary data lacks originality. The investigator makes use of the data collected by other agencies.
SUITABILITY	Suitability of the primary data will be positive because it has been systematically collected	Secondary data may or may not suit the objects of enquiry.

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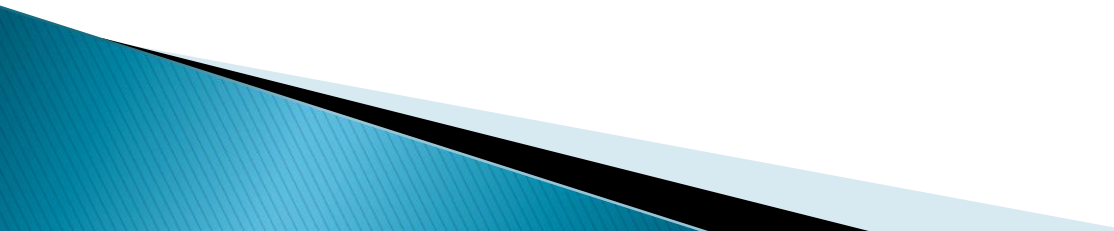|		
TIME & MONEY	Primary data are expensive and time consuming.	Secondary data are relatively cheaper and less time consuming for data collection.
EFFORTS	More efforts required for collecting primary data.	Comparatively secondary data collection required less effort.

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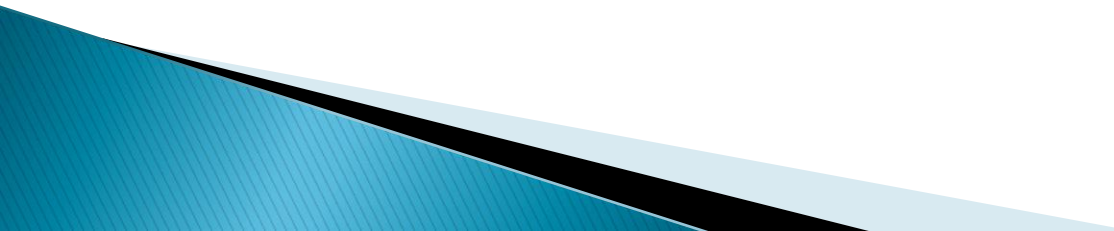|		
SHAPE	Primary data are in the shape of raw material.	Secondary data are usually in the shape of readymade products.
PERSONAL PREJUDICE	Possibilities of personal prejudice are higher.	There are lesser possibilities of personal prejudice.

SOURCES/METHODS OF DATA COLLECTION: -

INTRODUCTION

In any research design, method of data collection is considered as the heart of the research. There are various levels or types of sources of collecting data, but here we will discuss only primary and secondary data collection sources. At every type/level several tools and devices are employed. The choice of the particular tool of data collection depends on the attributes of the respondents as well as appropriateness of situation of field studies.

SELECTION OF APPROPRIATE METHOD FOR DATA COLLECTION :

- Field of investigation,
- Nature of data required,
- Objectives and scope of enquiry,
- Budget, & Availability of resources,
- Degree of accuracy desired,
- Time factor

SOURCES/METHODS OF DATA COLLECTION

PRIMARY DATA

- OBSERVATION
- INTERVIEW
- QUESTIONNAIRE
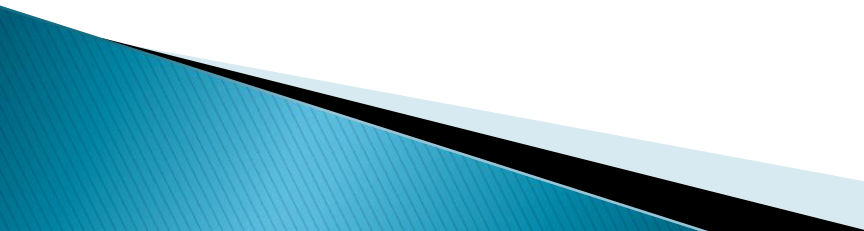- SCHEDULE

- SURVEY
- PANEL METHOD
- CASE STUDY METHOD

SECONDARY DATA

- PUBLIC DOCUMENTS
- PRIVATE /PERSONAL DOCUMENTS

SOURCES/METHODS OF PRIMARY DATA COLLECTION: –

- **1) OBSERVATION METHOD**: Observation method is a method under which data from the field is collected with the help of observation by the observer or by personally going to the field. No conversation or communication should be done while observing.

- In the words of P.V. Young, "Observation may be defined as systematic viewing, coupled with consideration of seen phenomenon."

TYPES OF OBSERVATION:–

A)-Structured and Unstructured Observation.

B)-Participant and Non Participant Observation.

C)-Controlled and Uncontrolled Observation
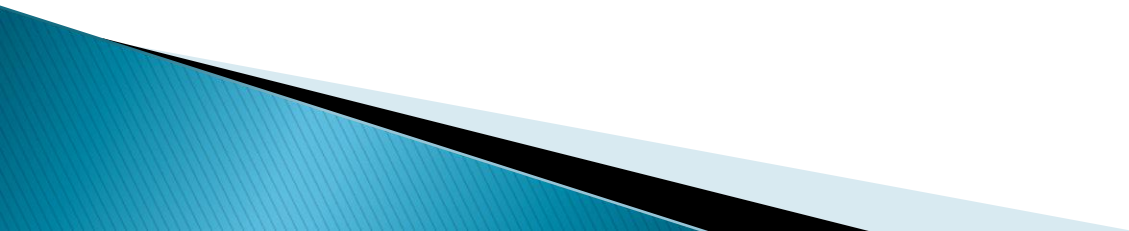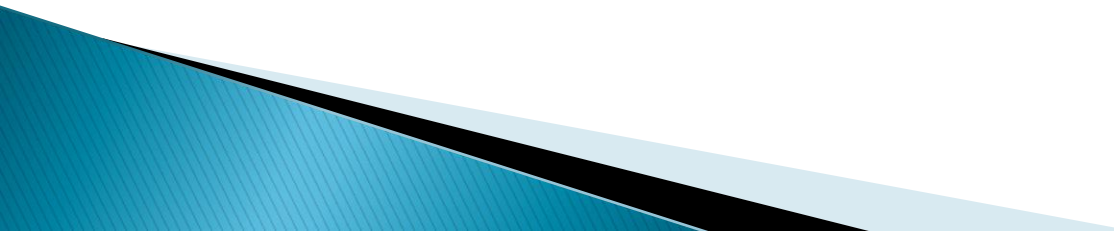
ADVANTAGES:

1) – It does not rely on people's willingness to provide information.

2) - Collect data where and when an event or activity is occurring.

3) –This method can be used with interview, survey, and some other data collection method.

4) - No need of question preparation.

5)- it is suitable to studies those respondents who are not capable of giving verbal response.

DISADVANTAGES:

1) - Hawthorne effect – people usually perform better when they know they are being observed.

2)-It is a time consuming method.

3)-Limited information.

4)- Lack of verbal communication causes barriers.

5)- Depends on observer own qualities.

6)- This method is suitable for smaller setting.

2) INTERVIEW METHOD: This method of collecting data involves presentation or oral–verbal stimuli and reply in terms of oral-verbal responses. Conversation and communication is the main tool of interview.

Types of Interviews:

A) Personal interviews   B) Telephonic interviews
C) Structured interviews   D) Unstructured interviews
E) Focused interviews   F) In–Depth interviews

TYPES OF INTERVIEWS:
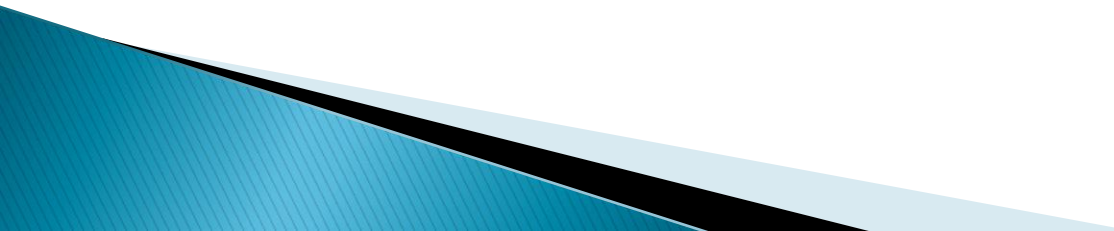
These are as follows:

A) Personal interviews: The interviewer asks questions generally in a face to face contact to the other person or persons.

B) Telephonic interviews: When it is not possible to contact the respondent directly, then interview is conducted through –Telephone.

C) Structured interviews: In this case, a set of pre-decided questions are there.

D) Unstructured interviews: In this case, we don't follow a system of pre-determined questions.
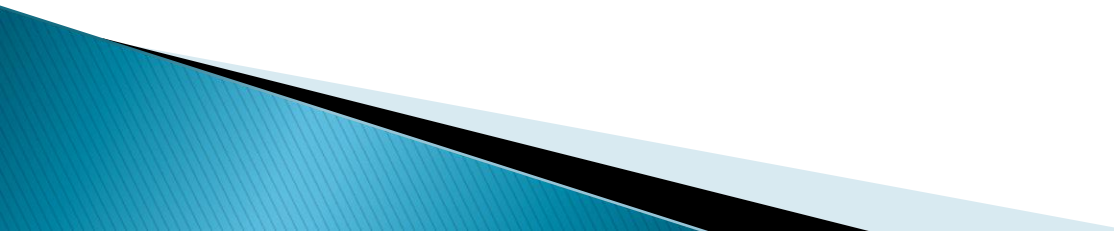
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E) Focused interviews: It has structure and deals with major of interests which gives respondent freedom to answer a battery of questions. It involves respondent regarding particular experience.
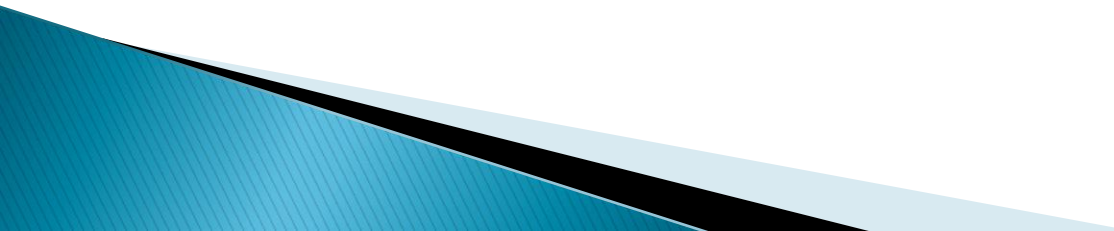
F) IN-Depth interviews: The researcher tries to work out on the fact which reveals respondents motivations, unsatisfied desires & other crucial factors that are to be found out of his attitude & behavior. Special devices used like, rapid fire questioning.

ADVANTAGES:

1)-Interviewer can collect supplementary information about respondent's personal characteristics and environment which has value in interpreting results.

2)-Non Responses are generally low.

3)-Samples can be controlled more effectively.

4)-Allows respondents to describe what is important to them.

5)-There is greater flexibility; due to restructuring questions can be done.

DISADVANTAGES:
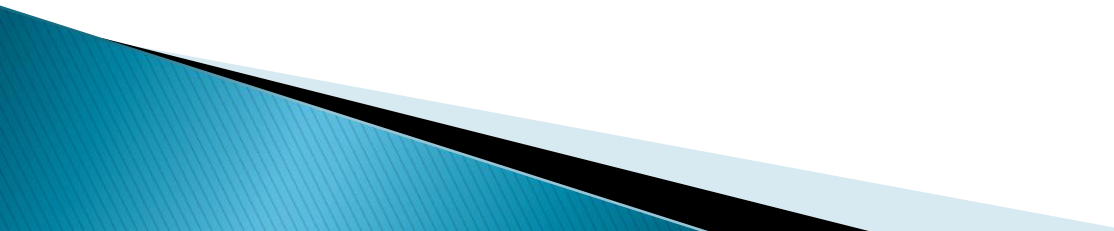
1)-Respondent may give bias information.

2)-Expensive method.

3)-Some Executive people are not approachable so data collected may be inadequate.

4)-Takes more time when samples are more, Systematic errors may be occurred.

3) QUESTIONNAIRE METHOD: This is a set of questions arranged logically, divided into groups, with the object of collecting information for research. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself or either chooses the reply among all choices available on closed end questionnaire.

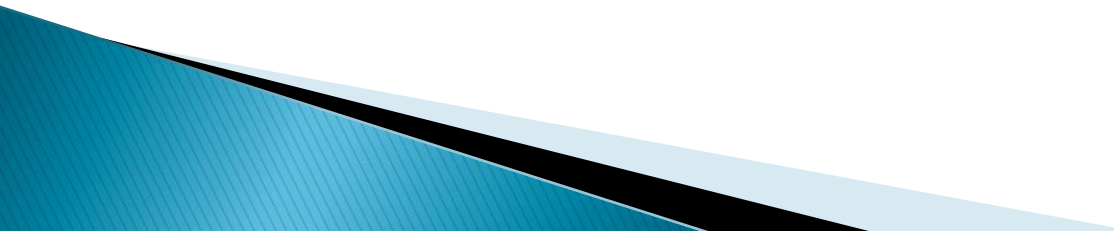**VARIOUS FORMS OF QUESTIONS USED IN QUESTIONNAIRE:**

A) Direct Question and Indirect Question
B) Open Form of Questions and Closed -end Form of Questions
C) Dual-choice Questions or Multiple Choice Questions (MCQ), and Scale or Rating Questions .
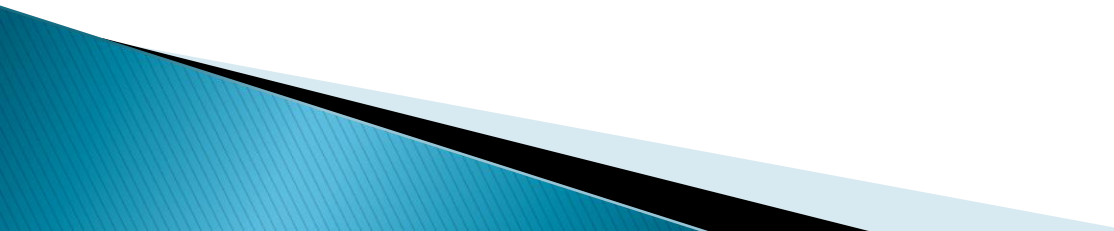
ADVANTAGES:-

1) - Low cost even the geographical area is large to cover.

2) - Answers are in respondent's own words so free from bias.

3)-Adequate time to think for answers.

4)-Non approachable respondents may be conveniently contacted.

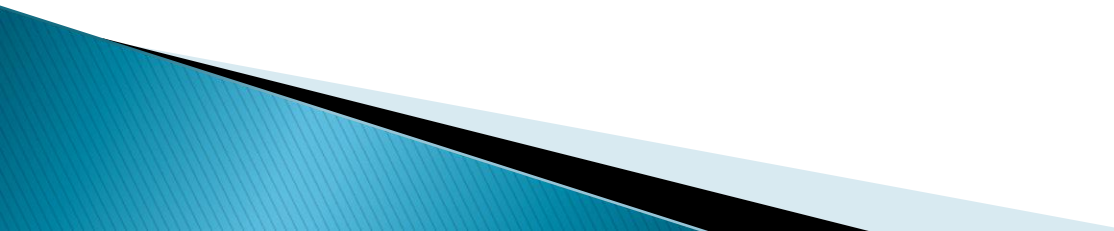5)-Large samples can be used so results are more reliable.

DISADVANTAGES:

1)-Time consuming and expensive compared to other data collection methods.

2)-It is very expensive method.

3) -Low rate of return of duly filled questionnaire.

4) - It can be used when respondent is educated and co -operative.

5)-Difficult to know the expected respondent have filled the form or it is filled by some one else.

4) SCHEDULE METHOD: It is one of the important methods for the study of social problems. Schedules is like a questionnaires but it filled by enumerator. Enumerators are specially appointed for filling the questionnaire, they explains the aim and objective to respondent and fill the answers in provided space.
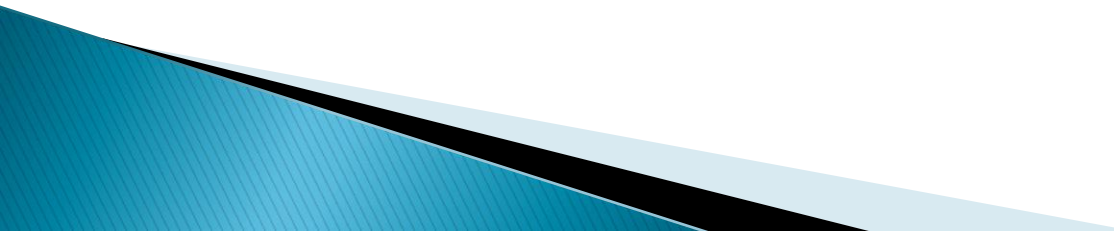
In the words of Thomas Carson McCormick, "The schedule is nothing more than a list of questions which it seems necessary to test the hypothesis."

ADVANTAGES:

1) - In Schedule the information is collected complete and accurate.

2)-Direct personal contact is established with respondents and useful in extensive enquiries.

3) - Information can collect from illiterates also.

4) – Population census all over the world is conducted through this method.

5) - Non response is low.

DISADVANTAGES:

1)-Depends on Honesty and competence of enumerator.
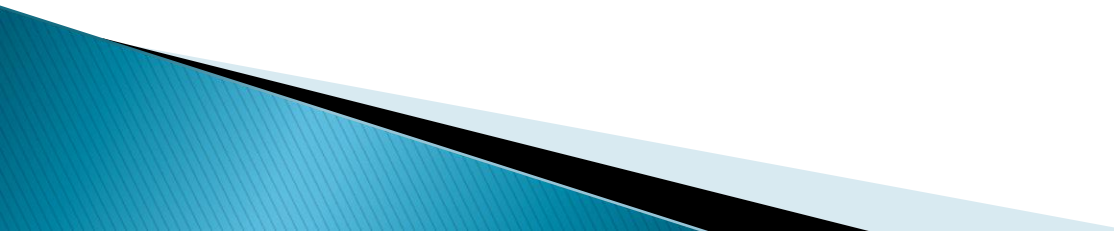
2)-It's an very expensive and time consuming method.

3)-This method requires field work.

4)-Not very useful for small organization or small budget research purpose.

5) SURVEY METHOD: One of the common methods of diagnosing and solving of social problems are that of undertaking surveys.
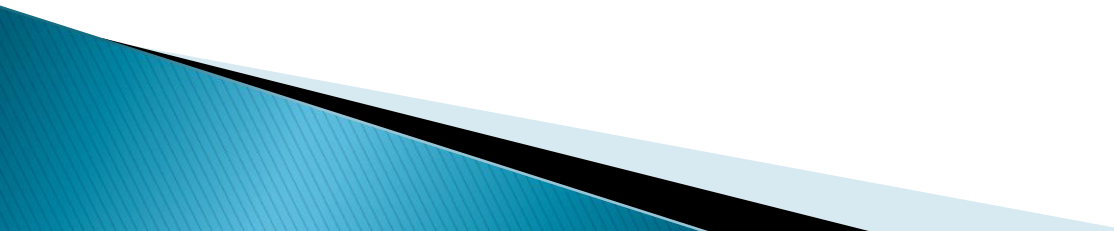**Surveys are….**
1. A detailed inspection or investigation.
2. A general or comprehensive view.
3. A gathering of a sample of data or opinions considered to be representative of a whole.
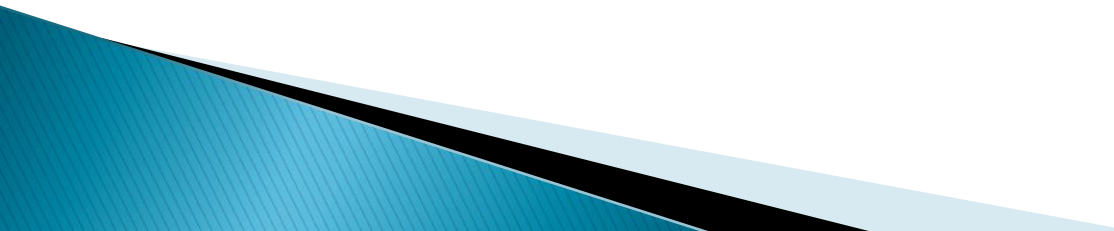
In the words of Festinger and Kat, "Many research problems require systematic collection of data from population through the use of personal interviews or other data gathering devices.

TYPES OF SURVEY:–

- General or Specific survey
- Census or sample survey
- Public opinion surveys
- Private surveys
- Confidential survey
- Postal survey
- Pilot or main survey

ADVANTAGES:
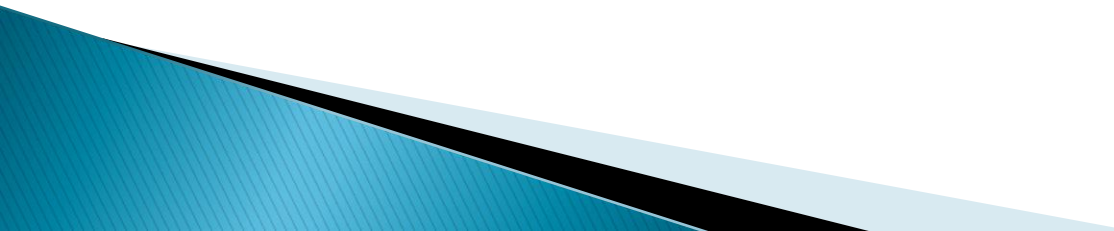
▸ Valid and reliable conclusion.

▸ Helpful in the progress of science.

▸ Study of social changes and problems.

▸ Some people feel more comfortable responding to a survey than participating in an interview.

DISADVANTAGES:
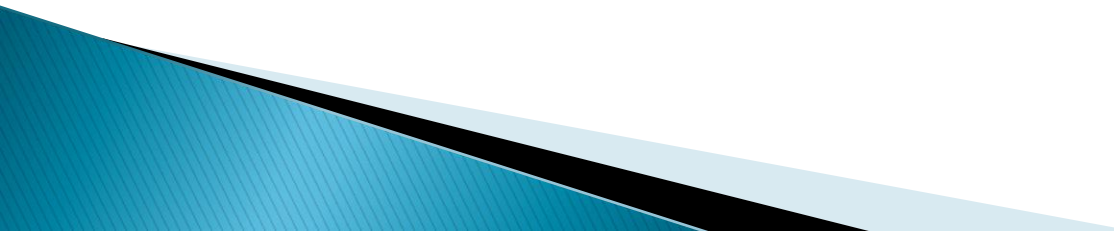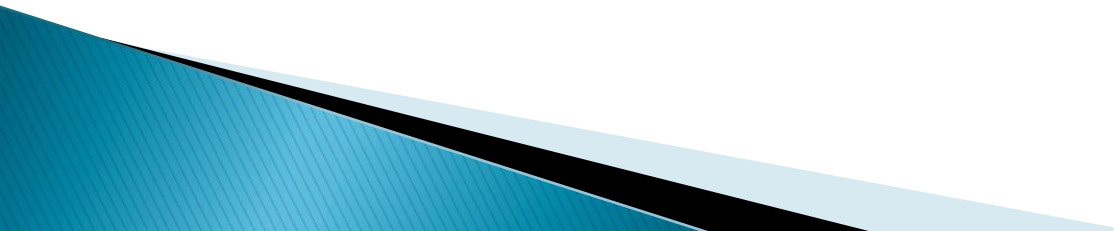
♣Good surveys are time consuming.

♣ Given lack of contact with respondent, never know who really completed the survey.

♣ Size and diversity of sample will be limited by people's ability to read.

♣ Survey respondents may not complete the survey resulting in low response rates.

6) PANEL METHOD: In this method, data is collected from the same sample respondents at the some interval either by mail or by personal interview.
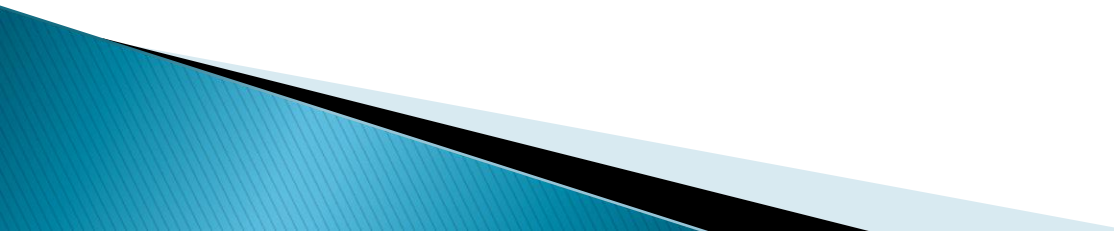
This is used for studies on:
1) Expenditure Pattern
2) Consumer Behavior
3) Effectiveness of Advertising
4) Voting Behavior and so on

ADVANTAGES: -

1)-Best method for marketing research.

2) -Helpful in discovering latest changes on trends.

3) -This method is useful before the introduction of any product and after that too.

4)- Helpful in determining taste and preference of consumer.

DISADVANTAGES:-
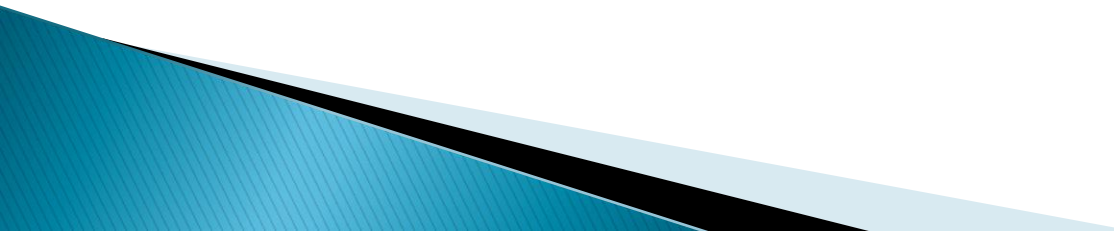
1) - Time consuming.

2) - Useful in long and detailed research only.

3)- Expensive method.

4)- Depends on respondents honesty and knowledge.

7) CASE STUDY METHOD: It is an appropriate tool of data collection in studying a individual a family a institution or group behavior in detail. It is essentially an intensive investigation of the particular unit under consideration.
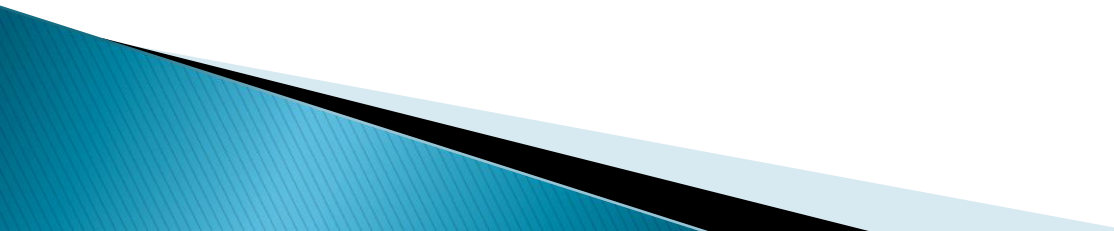
Its important characteristics are as follows:
a) The researcher can take one single social unit or more of such units for his study purpose.
b) The selected unit is studied intensively i.e. it is studied in minute details.
c)- The behavior pattern of the concerning unit is studied.

ADVANTAGES:

1) - It is helpful in theory building & testing.

2) - It is widely used in the studies of psychology, industry, & for anthropological research.

3) - Fully depicts people's experience in program input, process, and results.

4)- It helps in formulating relevant hypotheses along with the data which may be helpful in testing them.

5)- Helps to construct appropriate questionnaire or schedule.

DISADVANTAGES:

1)-From a methodological view point it is improbable to classify data into a uniform order.

2)-Case data is hardly comparable with statistical quantitative data.

3) - Classification & generalization is never being done.

4)- Its based on several assumptions which may not be very realistic.

5)- It can use in a limited sphere, not for big society case, sampling is also not possible.

METHODS/SOURCES OF SECONDARY DATA COLLECTION:-

Secondary data are available mainly in two forms- published data and unpublished data:-

PUBLISHED DATA: Published data are more often the information required by individuals and organizations is published in some form or the other in consideration of user's need. It can used in annexure too.

For e.g. the companies publish there financial statements in the form of quarterly or half yearly or annual reports.

UNPUBLISHED DATA: - Unpublished data are that secondary information which is available from records which are not published due to privacy or variety of reasons.

For e.g. works of scholars, research workers, trade associations etc.

Secondary sources can be divided into two kinds:-

1)-PERSONAL/PRIVATE RECORDS OR DOCUMENTS- This documents denotes individual's feelings, opinions and an idea about different socio-cultural changes, social incidents and structural changes. These records can be in both published and unpublished form.

A)-Letters,

B)-Personal diaries,

C)-Autobiography and memories.

D)-Enquiries or investigation of private nature for use of their members only.

Cont..

2)-PUBLIC DOCUMENTS OR RECORDS- Public documents play a vital role in secondary source of data collection. Various types of unpublished and published data are collected by government on non government agencies.

These public documents/records are…..

A)-Publications of Central, state, local government.

B)-Technical and trade journals.

C)-Books, Magazines, Newspaper …..

D)-Reports & publications of industry, bank, stock exchange.

E)-Reports by research scholars, Universities, economists.

F)-Association or census reports, reports of international org. (UNESCO, WHO, ILO etc).

G)-Official records.

H)-Historical records.

CONCLUSION

▸ On the basis of above it can be concluded that non of the methods is free from one or the other drawback. In fact, the method to be chosen depends upon the nature of investigation, object and scope of enquiry, budget made for the purpose of data collection, degree of accuracy desired and time with in which the data has to be collected.

THANK YOU