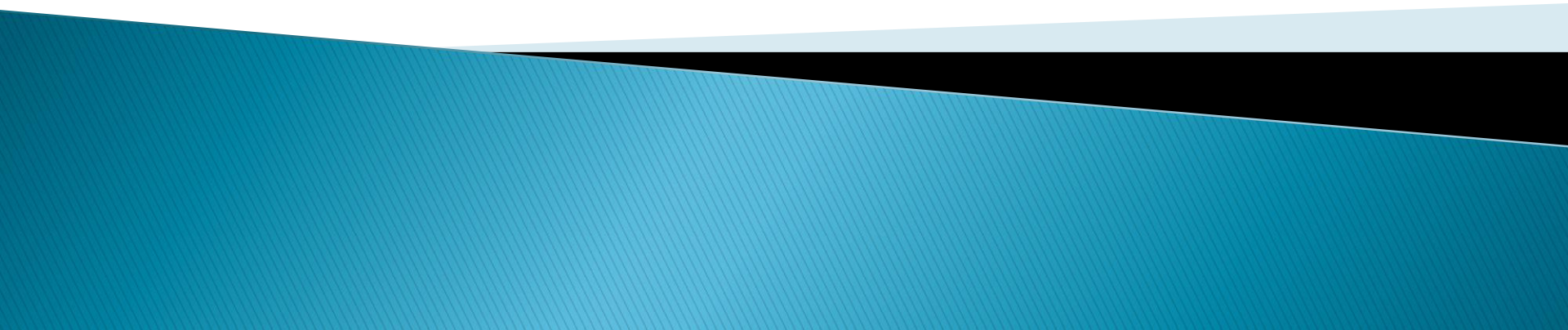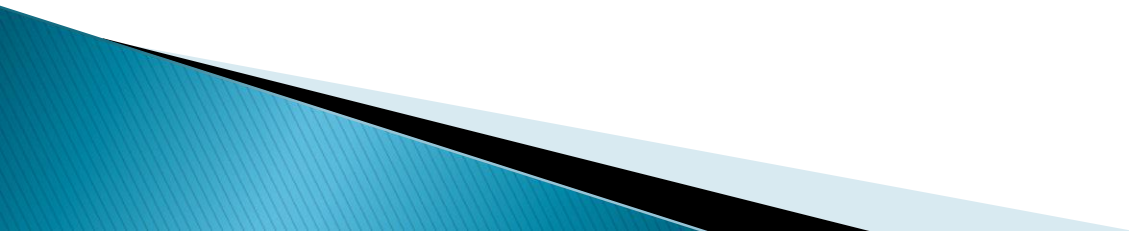# SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION
M.A.PUB.ADMN.403
SUBJECT NAME:METHODS AND TECHNIQUES OF RESEARCH & STATISTICS
UNIT-III
TOPIC NAME:SOURCE OF DATA WITH SPECIAL REFERENCE TO PRIMARY AND SECONDARY DATA

WHAT ARE THE SOURCES OF DATA?

Sources of Data can be classified into 2 types. Statistical sources refer to data that are gathered for some official purposes and incorporate censuses and officially administered surveys. Non-statistical sources refer to the collection of data for other administrative purposes or for the private sector

WHAT ARE THE DIFFERENT SOURCES OF DATA?

1. Internal Source

When data are collected from reports and records of the organization itself, it is known as the internal source.
For example, a company publishes its 'Annual Report' on Profit and Loss, Total Sales, Loans, Wages etc.
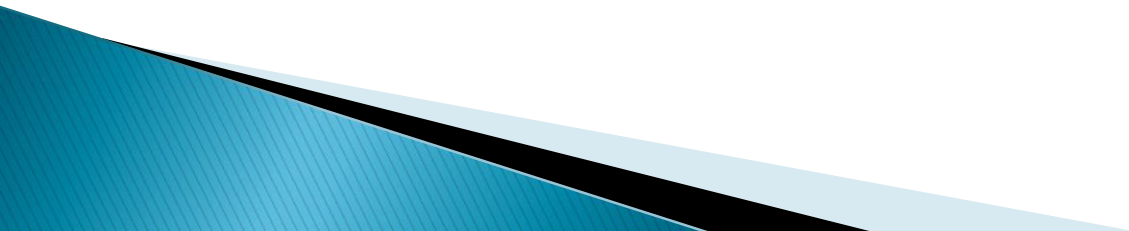
2. External Source

When data are collected from outside the organization, it is known as the external source.
For example, if a Tour and Travels Company obtains information on 'Karnataka Tourism' from Karnataka Transport Corporation, it would be known as external sources of data.

IMPORTANCE OF DATA AND DATA COLLECTION

Data is one of the most important and vital aspect of any research studies. Researchers conducted in different fields of study can be different in methodology but every research is based on data which is analyzed and interpreted to get information. Data is the basic unit in statistical studies. Statistical information like census, population variables, health statistics, and road accidents records are all developed from data.
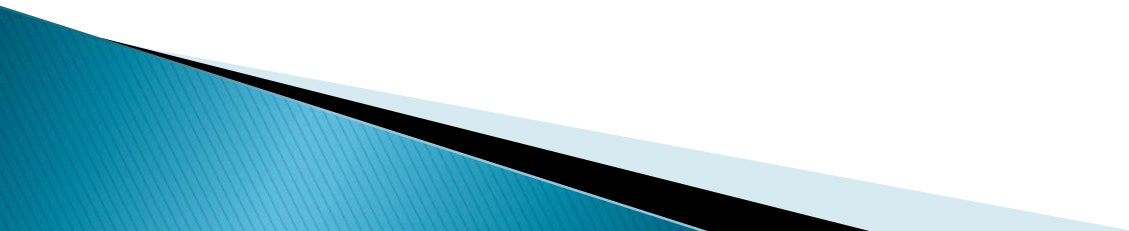
TYPES OF DATA

A) Primary Data

Primary data means 'First–hand information' collected by an investigator.

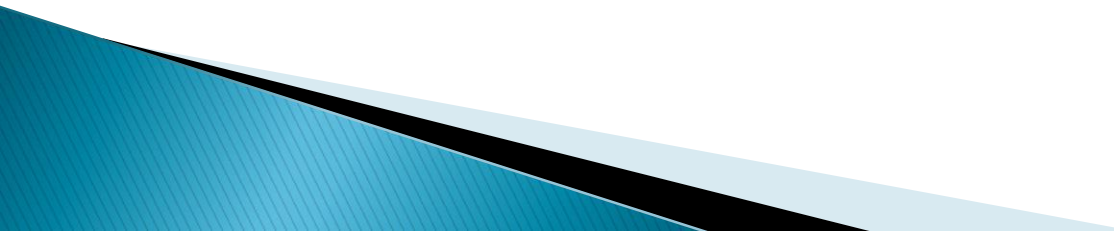It is collected for the first time.

It is original and more reliable.

For example Population census conducted by the government of India after every 10 years.
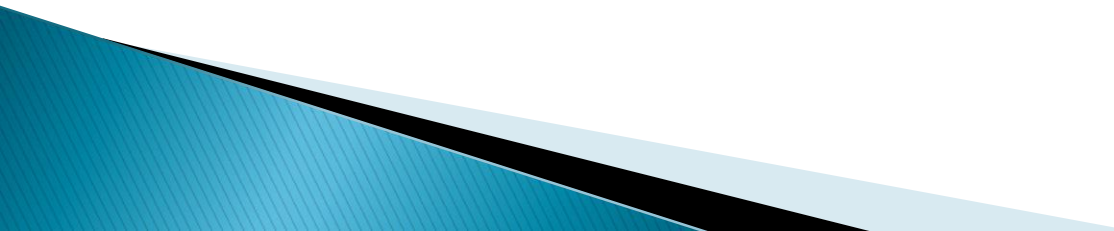
Primary data means original data that has been collected specially for the purpose in mind. It means someone collected the data from the original source first hand. Data collected this ways called primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data

ADVANTAGES OF PRIMARY DATA

- Data interpretation is better.
- Targeted Issues are addressed.
- Efficient Spending for Information.
- Decency of Data.
- Addresses Specific Research Issues.
- Greater Control.
- Proprietary Issues.
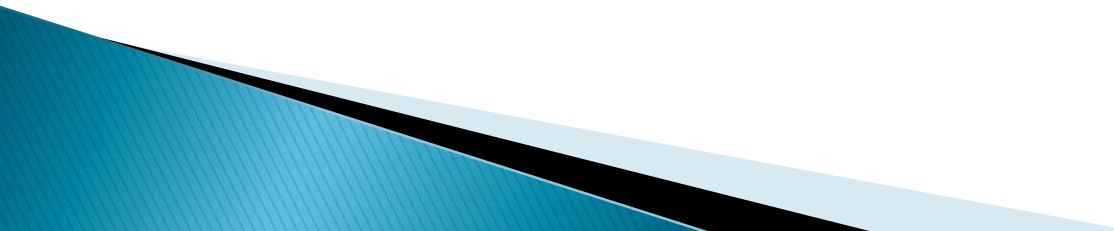
DISADVANTAGES OF PRIMARY DATA

- High Cost
- Time Consuming
- Inaccurate Feed-backs
- More number of resources is required
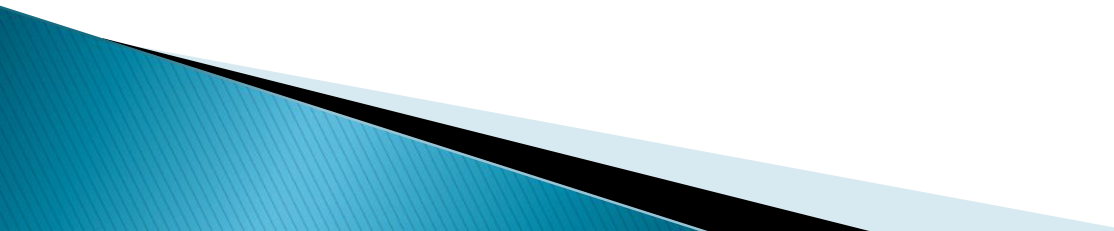
B) SECONDARY DATA

Secondary data refers to 'Second-hand information'.

These are not originally collected rather obtained from already published or unpublished sources.
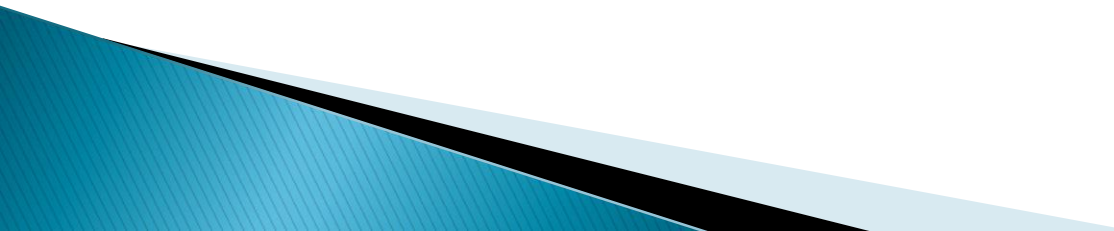
For example the Address of a person taken from the Telephone Directory or Phone number of a company taken from 'Just Dial

Secondary data is the data that has been already collected by and readily available from other sources. When we use Statistical Method with Primary Data from another purpose for our purpose we refer to it as Secondary Data. It means that one purposes Primary Data is another purposes Secondary Data. So that secondary data is data that is being reused. Such data are more quickly obtainable than the primary data. These secondary data may be obtained from many sources, including literature, industry surveys, compilations from computerized databases and information systems, and computerized or mathematical models of environmental processes.
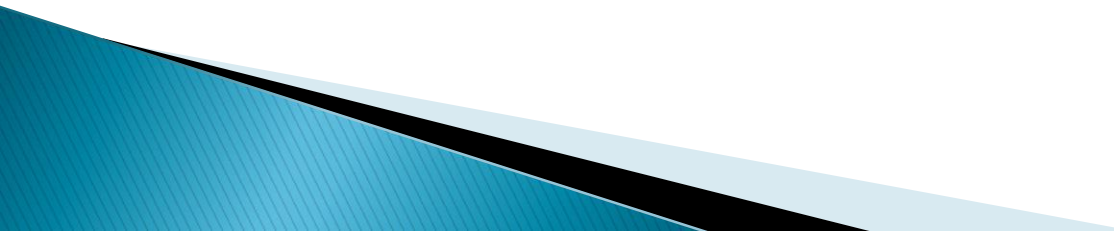
ADVANTAGES OF SECONDARY DATA

- Inexpensive
- Easily accessible
- Immediately available
- Will provide essential background and help to clarify or refine research problem – essential for literature review
- Secondary data sources will provide research method alternatives.
- Will also alert the researcher to any potential difficulties

DISADVANTAGES OF SECONDARY DATA

*Expensive

*Not immediately available – takes time to define problem,
 sampling frame, method and analysis.

*Not as readily accessible
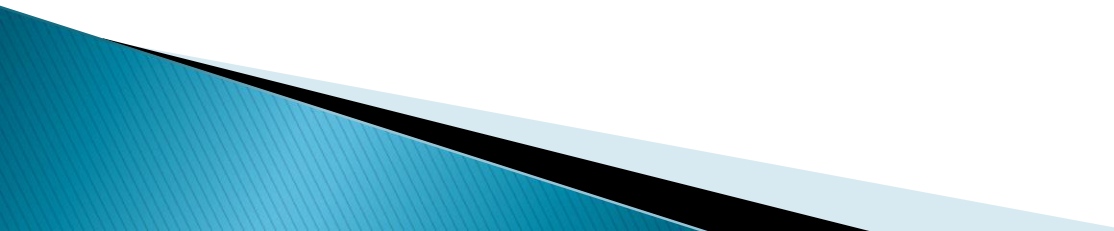
*Incomplete Information

DATA COLLECTION TECHNIQUES

There are two sources of data collection techniques. Primary and Secondary data collection techniques, Primary data collection uses surveys, experiments or direct observations. Secondary data collection may be conducted by collecting information from a diverse source of documents or electronically stored information, census and market studies are examples of a common sources of secondary data. This is also referred to as "data mining."
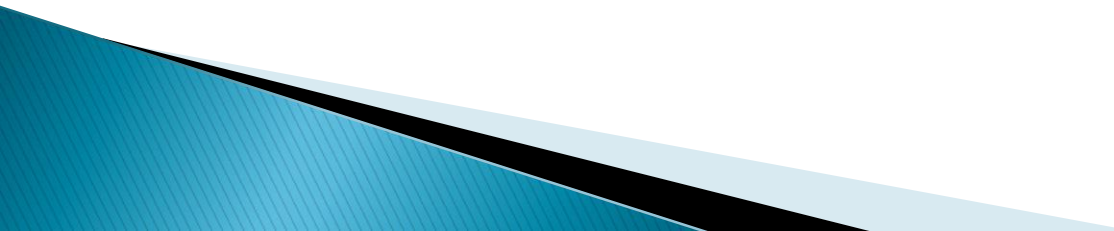
SOURCES OF DATA COLLECTION

Normally we can gather data from two sources namely primary and secondary. Data gathered through perception or questionnaire review in a characteristic setting are illustrations of data obtained in an uncontrolled situation. Secondary data is the data acquired from optional sources like magazines, books, documents, journals, reports, the web and more. The chart below describes the flow of the sources of data collection

SOURCES OF PRIMARY DATA COLLECTION

Primary data will be the data that you gather particularly with the end goal of your research venture. Leverage of Primary data is that it is particularly customized to your analysis needs. A drawback is that it is costly to get hold of. Primary data is otherwise called raw information; the information gathered from the first source in a controlled or an uncontrolled situation. Cases of a controlled domain are experimental studies where certain variables are being controlled by the analyst.

SOURCES OF SECONDARY DATA COLLECTION

You can break the sources of secondary data into internal as well as external sources. Inner sources incorporate data that exists and is stored in your organization. External data refers to the data that is gathered by other individuals or associations from your association's outer environment.

Examples

Statement of the profit and loss

Balance sheets

Sales figures

Inventory records

Previous marketing studies

If the secondary data you have gathered from internal sources is not sufficient, you can turn to outside sources of data collection, some outside sources of data collection include:

Universities

Government sources

Foundations

Media, including telecast, print and Internet

Trade, business and expert affiliations

Corporate filings

Commercial information administrations, which are organizations that find the data for you