

Types of Data

Primary Data

Primary data refers to information that a sociologist collects first-hand for their own research. It is original, up-to-date, and gathered specifically to answer the researcher's question.

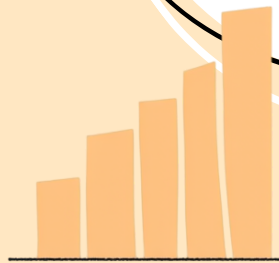
Research methods which collect primary data include questionnaires, interviews, observations and experiments.



Secondary Data

Secondary data refers to information that has already been collected by someone else and is reused by the sociologist. It is usually quick and cheap to access, but may not have been created for the sociologist's specific purpose.

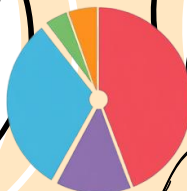
Research methods which collect secondary data include official statistics, official documents, personal diaries and pictures.



Quantitative Data

Quantitative data is numerical, that is information that can be measured, counted, and expressed in numbers. It focuses on patterns, trends, and statistical relationships.

Examples of research methods that generate quantitative data are questionnaires, structured interviews and official statistics.



Qualitative Data

Qualitative data is information that describes meanings, experiences, and feelings in rich, detailed form. It focuses on understanding people's viewpoints and social processes.

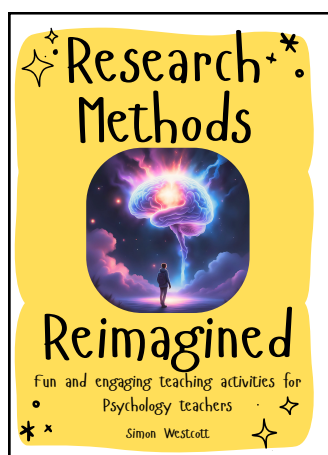
Examples of research methods which generate qualitative data are unstructured interviews, participant observation and diary analysis.



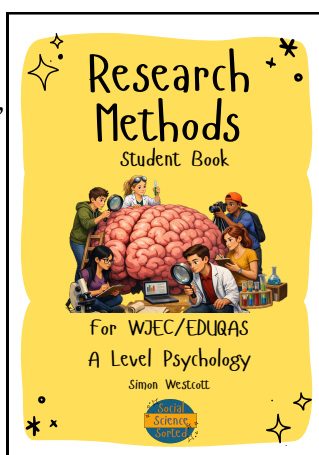


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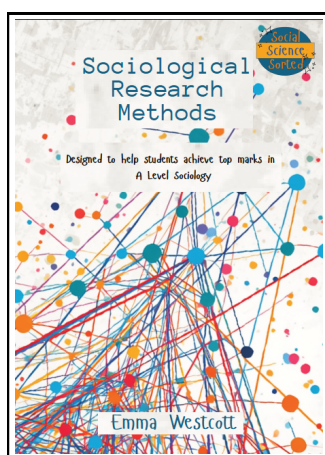


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