



USES OF SECONDARY DATA

TABLE OF CONTENTS

01

INTRODUCTION

02

SOURCES

03

USES

04

***WHERE
SECONDARY
DATA IS USED***

05

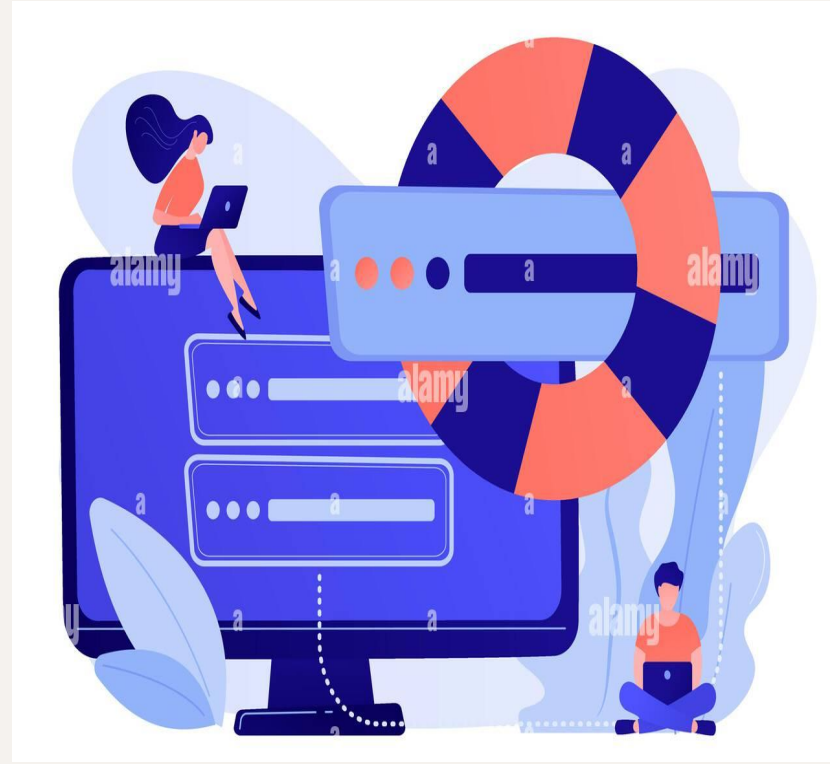
***ADVANTAGES
AND
DISADVANTAGES***

06

EXAMPLES

INTRODUCTION

- ❖ *Secondary data refers to data that is collected by someone other than the primary user.*
- ❖ *Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.*
- ❖ *Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic.*



SOURCES OF SECONDARY DATA

- *Censuses and government departments like housing, social security, electoral statistics, tax record.*
- *internet searches and libraries.*
- *GPS and remote sensing.*
- *km progress reports.*
- *journals, newspapers and magazines.*



USES OF SECONDARY DATA



- ❖ *The secondary data analysis process can be carried out quantitatively or qualitatively depending on the kind of data the researcher is dealing with. The quantitative method of secondary data analysis is used on numerical data and is analyzed mathematically, while the qualitative method uses words to provide in-depth information about data.*
- ❖ *Secondary data makes it easy to carry out longitudinal studies without having to wait for a couple of years to draw conclusions. For example, you may want to compare the country's population according to census 5 years ago, and now.*
- ❖ *When re-evaluating data, especially through another person's lens or point of view, new things are uncovered. There might be a thing that wasn't discovered in the past by the primary data collector, that secondary data collection may reveal.*

WHERE SECONDARY DATA IS USED

- *Secondary data has various uses in research, business, and statistics. Researchers choose secondary data for different reasons, with some of it being due to price, availability, or even needs of the research.*
- *Although old, secondary data may be the only source of data in some cases. This may be due to the huge cost of performing research or due to its delegation to a particular body (e.g. national census).*
- *In short, secondary data has its shortcomings, which may affect the outcome of the research negatively and also some advantages over primary data. It all depends on the situation, the researcher in question, and the kind of research being carried out.*



ADVANTAGES

- *It is economical.*
- *It saves efforts and expenses.*
- *It is time saving.*
- *It helps to make primary data collection more specific since with the help of secondary data, we are able to make out what are the gaps and deficiencies and what additional information needs to be collected.*
- *It helps to improve the understanding of the problem.*
- *It provides a basis for comparison for the data that is collected by the researcher.*

DISADVANTAGES

- *Secondary data is something that seldom fits in the framework of the marketing research factors. Reasons for its non-fitting are:-*
 - *Unit of secondary data collection-Suppose you want information on disposable income, but the data is available on gross income. The information may not be same as we require.*
 - *Class Boundaries may be different when units are same.*
 - *Thus the data collected earlier is of no use to you.*
 - *Accuracy of secondary data is not known.*
 - *Data may be outdated.*
-

EXAMPLES



- ★ *Tax records and social security data.*
- ★ *Census data.*
- ★ *Electoral statistics.*
- ★ *Health records.*
- ★ *Books, journals, or other print media.*
- ★ *Social media monitoring, internet searches, and other online data.*
- ★ *Sales figures or other reports from third-party companies.*
- ★ *Libraries and electronic filing systems.*
- ★ *App data, e.g. location data, GPS data, timestamp data, etc.*

CONCLUSION

- ❑ *Secondary data analysis is a convenient and powerful tool for researchers looking to ask broad questions at a large scale.*
- ❑ *While it has its benefits, such as its cost effectiveness and the breadth and depth of data that it provides access to, secondary data analysis can also force researchers to alter their original question, or work with a data set that otherwise is not ideal for their goals.*
- ❑ *The next time you're looking to perform a large-scale research study, consider secondary data analysis.*





THANKS