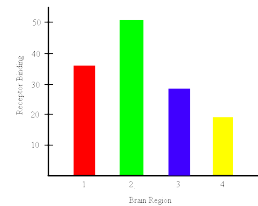


Types of Data



Data

Data is the facts used to calculate, analyse, or plan something. It's the facts you collect - the facts you saw in the video.

Example

The information you collect in response to the following questions is data. Do you have a driver's license? How many sweets do you eat per week? and Why do students miss classes at college?

Qualitative and Quantitative Data


Data can be qualitative or quantitative. Qualitative data describes how something looks, smells, tastes, sounds, or feels. Quantitative data involves numbers - arithmetic operations can be performed on the values of the variable.

Example

Quantitative – how many times per week someone goes to the gym.


Qualitative - why someone goes to the gym.

Example

Americano	
	
Qualitative	Quantitative
Smell: robust aroma	Volume: 300 mls
Taste: Strong and bitter	Temperature: 150°F
Look: Dark brown liquid	Cost: €2.95
Presentation: White cup and saucer	Height of cup: 10 cm

Exercise 1

What quantitative and qualitative data can you work out from this image?

Dog	
	
Qualitative	Quantitative

1. Determine whether the following variables are qualitative or quantitative.

- (i) Gender
- (ii) Temperature
- (iii) Number of days during the past week a college student aged 18 years or older has had at least one alcoholic drink
- (iv) Zip code
- (v) What is your favourite sweet?
- (vi) Why do you miss classes at college?
- (vii) What was your IELTS score?
- (viii) What social media web sites do you use?
- (ix) Do you have a driver's license?
- (x) What is your favourite Premier League team?

2. Decide whether the data is qualitative or quantitative.

- (a) There were four dogs in the group.
- (b) The dogs were small.
- (c) The sample contained 3 different types of bacteria.
- (d) The patient complained of aches and pains.
- (e) The patient had a temperature 102 degrees.
- (f) The chimp identified 12 pictures correctly
- (g) The parrots range from bright green to dark red.
- (h) The balloon increased in size from 5 inches to 8 inches around.
- (i) The birds were young.
- (j) The rock sample consisted of 25 grams of quartz
- (k) The rock sample was reddish brownish.
- (l) The sample with the baking soda appeared bubbly
- (m) The leaves on the first plant specimen appeared healthier.
- (n) The first plant specimen had 3 more leaves than the second specimen.
- (o) The leaves on the second plant specimen were green, while the leaves on the first plant specimen were turning brown

