

Name:

Information Technology: Data Collection

A	Key Vocab				
Data	Unprocessed values (numbers, letters, graphics or sound) with no meaning				
Information	Data which has meaning from its context or structure	information = data + structure + context + meaning			
Data type	eg number, alphanumeric, currency, Boolean, Date/time, limited choice				
Alphanumeric	Combination of letters, symbols and numbers	eg AjeY6&9Ed			
Integer	Whole number	eg 1960			
Decimal	Number with a decimal point. Decimal places can be specified	eg 22.75			
Limited choice	Restricted to a specific set of options	eg Drop-down list, radio buttons, check boxes			
Boolean	True or False (or Yes/No)	eg Are they eligible for a discount?			
B	Data Collection		C	Data Collection	
Questionnaire	A series of questions sent out to multiple people		Loyalty scheme	Customers agree to data being collected about their spending habits in return for discounts and promotional offers	
Survey	Same as a questionnaire			Primary source	Data collected by the person using it
Question Types	Closed question; Open question; Rank order; Rating		Secondary source		Data collected by someone else, and then published for general use
Email	Surveys can be sent as attachments or embedded in an email			Statistical report	Information gathered, structured and presented by someone else
Attachment	A file attached to an email which needs to be opened to be viewed		Barcode		Series of lines of different width which can be read by a scanner as a number
Sensor	Electronic device which collects data from changes in eg motion, light, pressure or heat			Web survey	Questionnaire on the internet
Interview	Questions asked in conversation, one-to-one		Wearable technology		A device which is worn and which can collect data
Consumer panel	Dedicated group of product users who answer questions about their experience with the product			Mobile technology	Any device that can be transported by a user, like a phone, tablet or GPS