Information Technology: Data Collection

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| **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?* |

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| **B** | **Data Collection** | |
| **Questionnaire** | | A series of questions sent out to multiple people |
| **Survey** | | Same as a questionnaire |
| **Question Types** | | Closed question; Open question; Rank order; Rating |
| **Email** | | Surveys can be sent as attachments or embedded in an email |
| **Attachment** | | A file attached to an email which needs to be opened to be viewed |
| **Sensor** | | Electronic device which collects data from changes in eg motion, light, pressure or heat |
| **Interview** | | Questions asked in conversation, one-to-one |
| **Consumer panel** | | Dedicated group of product users who answer questions about their experience with the product |

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| **C** | **Data Collection** | |
| **Loyalty scheme** | | Customers agree to data being collected about their spending habits in return for discounts and promotional offers |
| **Primary source** | | Data collected by the person using it |
| **Secondary source** | | Data collected by someone else, and then published for general use |
| **Statistical report** | | Information gathered, structured and presented by someone else |
| **Barcode** | | Series of lines of different width which can be read by a scanner as a number |
| **Web survey** | | Questionnaire on the internet |
| **Wearable technology** | | A device which is worn and which can collect data |
| **Mobile technology** | | Any device that can be transported by a user, like a phone, tablet or GPS |