The `errors='coerce'` parameter in the `pd.to_numeric` function is used to handle errors that occur during the conversion process. Specifically, `errors='coerce'` means that any values that cannot be converted to numeric types will be set to `NaN` (Not a Number).

Here's a breakdown of what happens:

- If a value in the `data['SELECTED']` column can be converted to a numeric type (such as an integer or a float), it will be converted.

- If a value cannot be converted (for example, if it is a string that doesn't represent a number, like 'abc' or 'NaN'), it will be replaced with `NaN`.

This is useful for ensuring that the column contains only numeric values, while gracefully handling non-numeric values by converting them to `NaN`.

Here is an example:

```python
import pandas as pd

data = pd.DataFrame({'SELECTED': ['1', '2', 'three', '4', 'five']})

# Convert to numeric with errors='coerce'
data['SELECTED'] = pd.to_numeric(data['SELECTED'], errors='coerce')

print(data)
```

The output will be:

```
  SELECTED
0      1.0
1      2.0
2      NaN
3      4.0
4      NaN
```

In this example, the non-numeric values 'three' and 'five' are replaced with `NaN`.