

# **Data Collection Sources and Sampling Methods in Research**

This presentation explores the different sources of data in research and the advantages and challenges of each source.



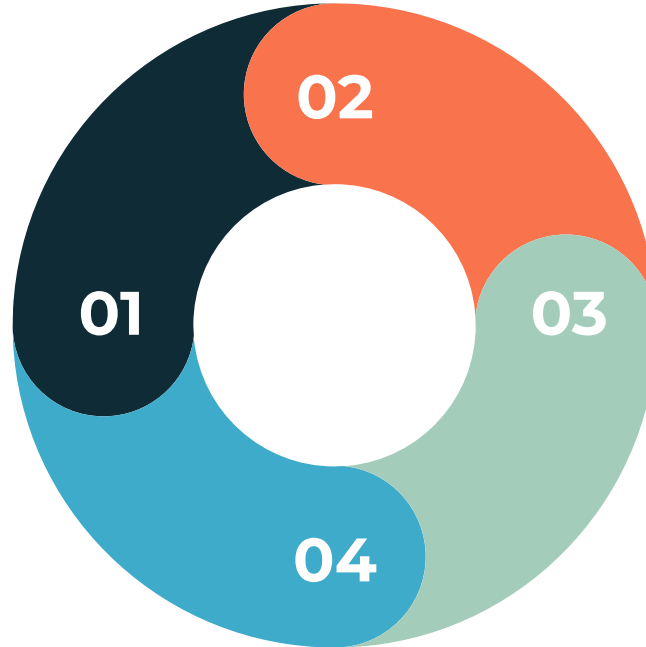
# Primary Data

- Data collected firsthand for a specific research purpose
- Examples: Surveys, interviews, experiments, observations
- Advantages: Direct relevance to research objectives, control over data collection process
- Challenges: Time Consuming, may require significant resources

# Secondary Data

Data collected by someone other than the user for a purpose other than the current research

Examples: Government reports, academic journals, previously collected survey data



Advantages: Time and cost-effective, can provide historical context

Challenges: Lack of control over data quality, may not precisely fit research needs

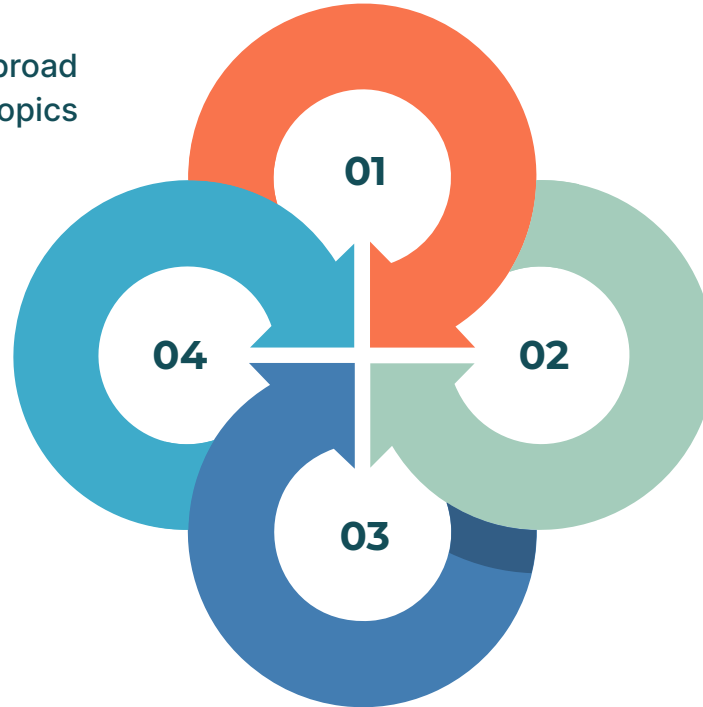
# Tertiary Data

Advantages: Saves time, broad coverage of topics

Data obtained from third-party sources that aggregate and compile information from various secondary sources

Challenges: Quality and relevance depend on the reliability of secondary sources

Examples: Data obtained from data brokers, market research reports



# Conclusion

- 01 Ability to make informed decisions about data collection and utilization
- 02 Summary of the different sources of data in research
- 03 Importance of understanding the advantages and challenges of each source



Thank you. 😄