



QUANTITATIVE METHODS

MODULE CODE: BIT 125



WELCOME



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COURSE CONTENTS



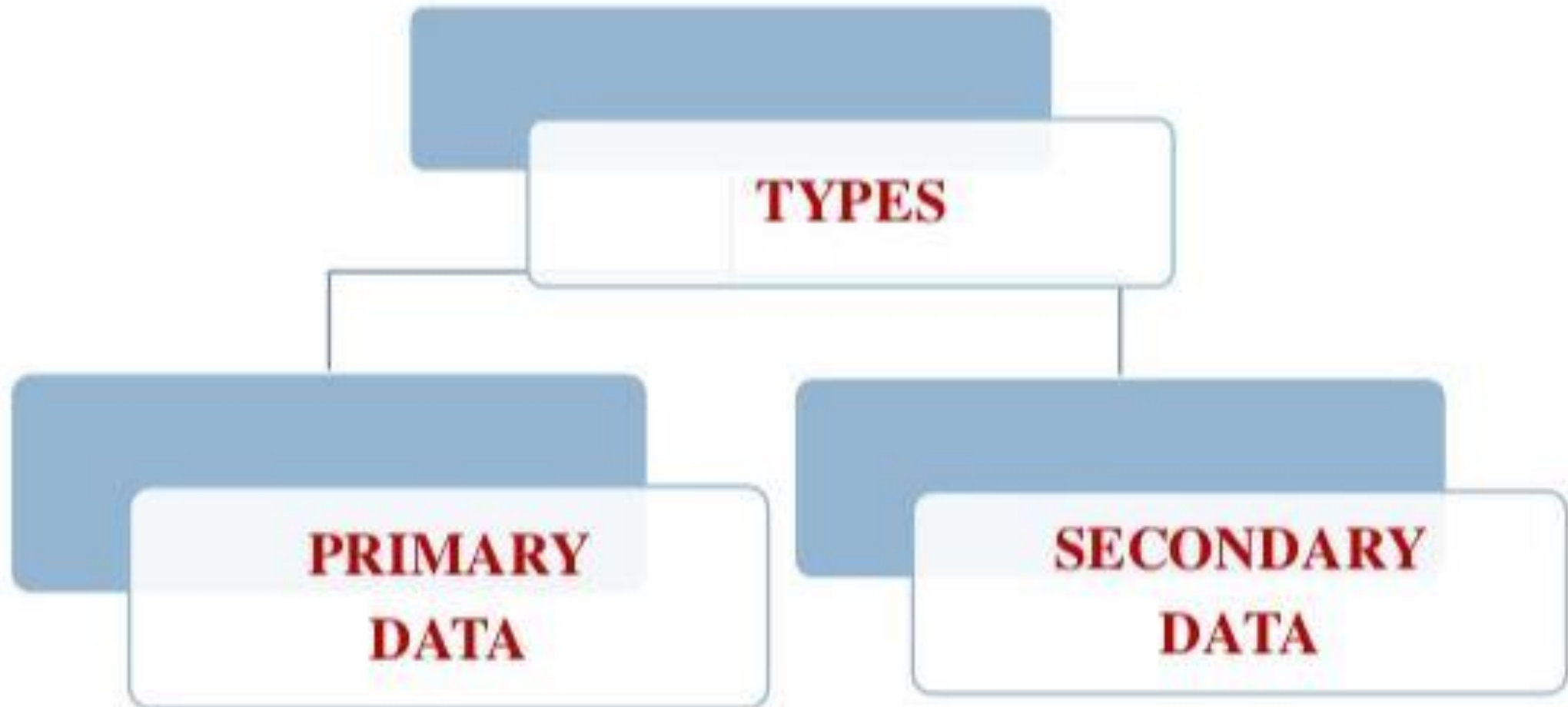
CHAPTER 02

DATA AND ITS COLLECTION

- ☐ Primary and secondary data
- ☐ Sources of primary and secondary data
- ☐ Methods of various data collection
- ☐ Compilation of administrative records

4 Lecture Hours

CLASSIFICATION OF DATA



PRIMARY DATA COLLECTION



PRIMARY DATA

Data that has been collected from first-hand experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater.

Primary Data Collection Method

1. Observation Method
2. Interview Method
3. Survey and Questionnaire Method
4. Experiments Method

PRIMARY DATA COLLECTION



Observation method is mostly used in studies related to behavioral science. The researcher uses observation as a scientific tool and method of data collection. Observation as a data is usually systematically planned and subjected to checks and controls. There are different approaches in observation method – like structured or unstructured observation, participative or non – participative observation etc.

Interview method of data collection involves two groups of people, where the first group is the interviewer and the interviewee. The questions and responses during an interview may be oral or verbal.

Survey and Questionnaire method will conduct with a group of questions typed or written down and sent to the sample of study to give responses. After giving the required responses, the survey is given back to the researcher to record. Survey may be online or offline.

An **experiment** is a structured study where the researchers attempt to understand the causes, effects, and processes involved in a particular process. This data collection method is usually controlled by the researcher, who determines which subject is used, how they are grouped and the treatment they receive. It is mostly used for data collection in the laboratory.

PRIMARY DATA COLLECTION



Merit of Primary Data Collection

1. Degree of accuracy is quite high.
2. It does not require extra caution.
3. It depicts the data in great detail.
4. Primary source of data collection frequently includes definitions of various terms and units used.
5. For some investigations, secondary data are not available.

PRIMARY DATA COLLECTION



Demerit of Primary Data Collection

1. Collection of data requires a lot of time.
2. Requires lot of finance.
3. In some enquiries it is not possible to collect
4. primary data requires a lot of labor and skill.

SECONDARY DATA COLLECTION



SECONDARY DATA

Data collected from a source that has already been published in any form is called as secondary data. The review of literature in any research is based on secondary data. Mostly from books, journals and periodicals.

Sources of Secondary Data Collection

1. Published printed source

- ☐ Books
- ☐ Journals/periodicals
- ☐ Magazines/Newspapers

SECONDARY DATA COLLECTION



2. Published Electronic Sources

- ☐ e-journals
- ☐ General websites
- ☐ Weblogs

3. Unpublished Personal Records

- ☐ Diaries
- ☐ Letters

4. Government Records

- ☐ Census Data/population statistics:
- ☐ Health records
- ☐ Educational institutes records

SECONDARY DATA COLLECTION



5. Public Sector Records:

- ☐ NGOs's survey data
- ☐ Other private companies records

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Merit of Secondary Data Collection

1. Use is very convenient.
2. Saves time and finance.
3. In some enquiries primary data cannot be collected.
4. Reliable secondary data are generally available for many investigations.

Demerit of Secondary Data Collection

1. Very difficult to find sufficiently accurate secondary data.
2. Very difficult to find secondary data which exactly fulfils the need of present investigation.
3. Extra caution is required to use secondary data.
4. Not available for all types of enquiries.

THANK YOU !