



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 35

Evaluation and Organization of Data

Dr. Binod Mishra
Department of HSS, IIT Roorkee



Sampling

Methods



Probability

Random Sampling
Systematic Sampling
Stratified Sampling

Non-probability

Members are selected
from the population in
some non-random
manner

Contd.

| Probability | Non-probability |
|------------------------|-------------------------|
| 1. Random Sampling | 1. Convenience Sampling |
| 2. Systematic Sampling | 2. Quota Sampling |
| 3. Stratified Sampling | 3. Judgment Sampling |
| | 4. Snowball Sampling |

Note-making

- While reproducing an author's words, use quotation marks
- Make a summary of opinions
- Use abbreviations
- Note cards
- Write notes clearly

Organizing the data

Principles of outline

- Indenting
- Proper numbering
- Coordination
- Subordination
- Parallel grammatical construction
- Logical ordering

An outline will look alike:

1. Major Topic Heading

1.1 Major subtopic heading

1.1.1 Subtopic

1.1.1.1 Minor subtopic

1.1.1.1.1 Further detail

Sample outline

Advertising in India

1. Introduction
2. History
3. Types
 - 3.1 Print
 - 3.2 Electronic
 - 3.2.1 Radio
 - 3.2.2 Television
 - 3.2.3 Internet
 - 3.3 Outdoor
4. Current Trends
5. Future
6. Conclusions



Indenting

The alignment of topics and subtopics should be proper.
The subtopics get shifted to the right-hand side by one space.

Example:

2. Advertising Types

2.1 Print

2.1.1 Magazine

2.1.2 Newspaper

2.1.3 Yellow Pages



Numbering

I. Advertising Today

A. Indian scenario

B. World scenario

1. History of advertisements in India

2. History of advertisements in India

(a) Internet advertising

(i) Interactive media

- Advantages

II. Future Trends



Coordination

2. Modes of Presentation

2.1 Reading from the Manuscript

2.2 Impromptu

2.3 Memorization



Subordination

The subtopic gets lesser importance than the main topic and should be differentiated.

Example:

2. MODES OF PRESENTATION

2.1 Reading from the Manuscript

2.2 Impromptu

2.3 Memorization



Parallel Grammatical Construction

2. Benefits of Advertising

2.1 Economic

2.2 Political

2.3 Moral

2.4 Religious

2.5 Cultural



Organize your materials

- Principles of organization
- Logical ordering
- Coordinating
- Subordinating
- Numbering
- Phrasing
- Dividing



Contd.

Making outline

- Think of possible organizational patterns
- Jot down topics and sub topics
- Arrange them
- Prepare a tentative outline
- Examine and make changes, if any
- Write out the final outline.

Phrasing

Use parallel grammatical construction

2. Advantages of Nationalization

2.1 Mobilization of national resources

2.2 Promotion of agricultural production

2.3 Encouragement of new classes of
entrepreneurs

2.4 Channelizing people's saving towards
productive purposes

Check the effectiveness of your report

- Does your report meet the needs of situation, audience and purpose?
- Well planned and organized?
- Proper format and adaptation? reflect good, clear thinking?
- Material for easy and quick comprehension?
- Use of visual aid?
- Solve the problem?