

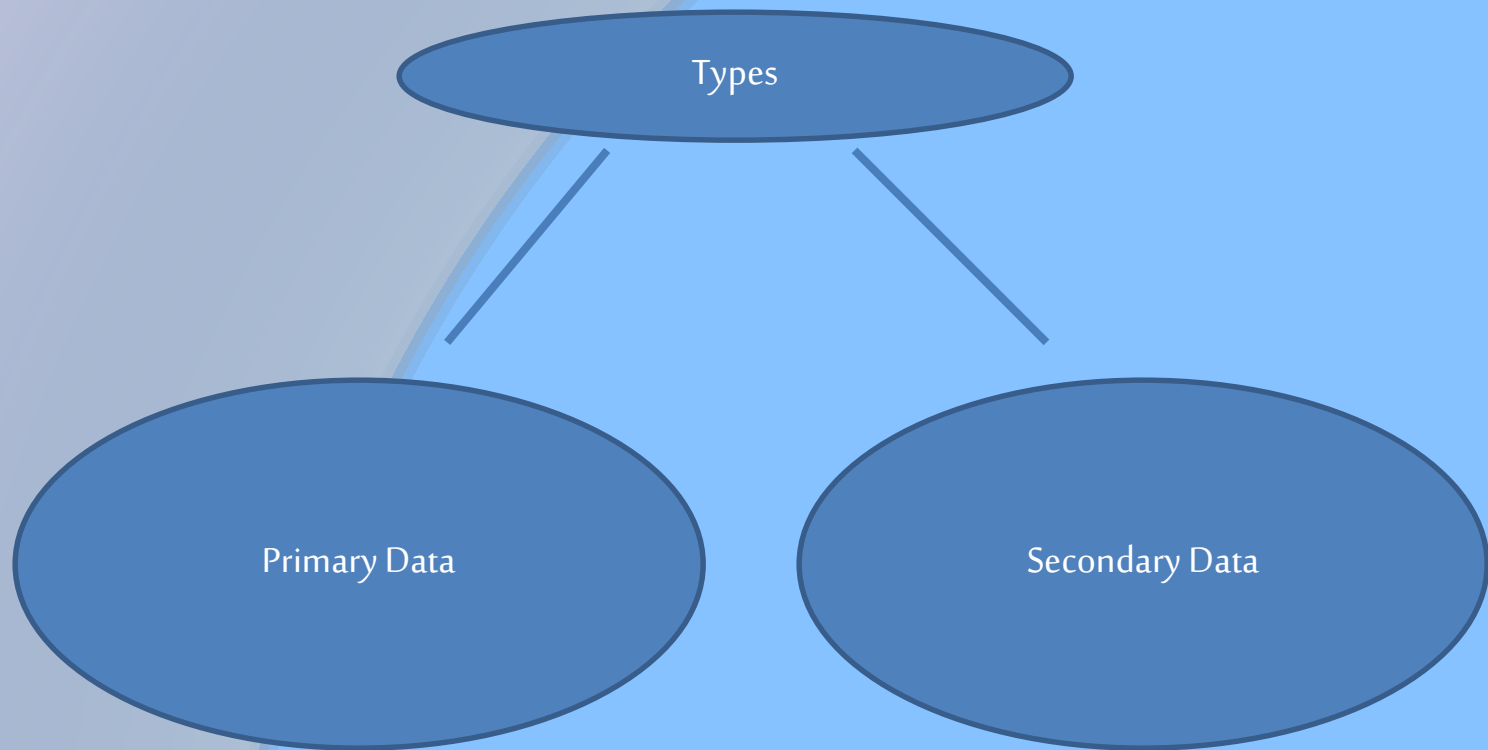
# **COLLECTION OF DATA**

Primary and Secondary sources

Presented by: Dr.S.Singh

# Classification of data

Statistical data may be classified as primary and secondary



# Choice of methods

The investigator must decide the choice between the two methods-

- Primary Data
- Secondary Data

The methods of data collection depends upon a number of factors-

- Object and nature of enquiry
- Availability of financial resources
- Availability of time
- Accuracy required
- Collecting agencies

# Primary Data

- ✓ The data which are collected from the field under the control and supervision of an investigator.
- ✓ This type of data are generally afresh and collected for the first time.
- ✓ They are original in character



For the collection of primary data, the investigator must choose any of the following methods-

- Direct personal observation
- Indirect oral interview
- Information through agencies
- Mailed questionnaires
- Schedules sent through enumerator

## ➤ **Direct personal observation:**

- ✓ The data is collected by the investigator personally, he/she must be a keen observer, tactful and courteous in behavior.
- ✓ He asks or cross-examines the informant and collects necessary information.
- ✓ It is original in character



## ➤ Direct personal observation:

### Suitability:

Direct personal observation is adopted in the following cases:

- ✓ Where greater accuracy is needed
- ✓ Where the field of enquiry is not large
- ✓ Where confidential data are to be collected
- ✓ Where sufficient time is available





## ➤ **Direct personal observation:**

### **Merits:**

- ✓ Original data are collected
- ✓ True and reliable data can be had
- ✓ Response will be more encouraging, because of personal approach
- ✓ A high degree of accuracy can be aimed

### **Demerits:**

- ✓ It is unsuitable where the area is large
- ✓ It is expensive and time-consuming
- ✓ An untrained investigator will not bring good results
- ✓ One has to collect information according to the convenience of the informant

## ➤ **Indirect oral interview**

- ✓ The investigator approaches the witness or third parties, who are in touch with the informant.
- ✓ The enumerator interviews the people, who are directly or indirectly connected with the problem under the study.
- ✓ Generally this method is employed by different enquiry committees and commissions .
- ✓ The police department generally adopts this method to get clues of thefts, riots , murders, etc.

## ➤ Indirect oral interview

### **Suitability:**

- ✓ It is more suitable when the area to be studied is large.
- ✓ It is used when direct information cannot be obtained.
- ✓ This system is generally adopted by governments.

## ➤ Indirect oral interview

### Merits

- ✓ It is simple and convenient.
- ✓ It saves time, money and labor.
- ✓ It can be used in the investigation of a large area.
- ✓ Adequate information can be had.

### Demerits

- ✓ The information cannot be relied because of absence of direct contact.
- ✓ Interview with an improper man will spoil the results.
- ✓ In order to get the real position, a sufficient no of people are to be interviewed
- ✓ The careless attitude of the informant will affect the degree of accuracy

## ➤ Information through agencies

- ✓ The local agents or correspondents will be appointed, they collect the information and transmit it to the office or person.
- ✓ They do according to their own ways and tastes.
- ✓ This system is adopted by newspapers, agencies, etc., when information is needed in different fields.
- ✓ The informants are generally called *correspondents*.

### **Suitability:**

In those cases where the information is to be obtained at regular intervals from a wide area

## ➤ Information through agencies

### Merits

- ✓ Extensive information can be had.
- ✓ It is the most cheap and economical method.
- ✓ Speedy information is possible.
- ✓ It is useful where information is needed regularly.

### Demerits

- ✓ The information may be biased.
- ✓ Degree of accuracy cannot be maintained.
- ✓ Uniformity cannot be maintained.
- ✓ Data may not be original.

## ➤ Mailed questionnaires

- ✓ In this method, a questionnaire consisting of a list of questions pertaining to the enquiry is prepared.
- ✓ The questionnaires is sent to the respondents, there are blank spaces for answers.
- ✓ A covering letter is also sent along with the questionnaire, requesting the respondent to extend their full cooperation by giving the correct replies.
- ✓ This method is adopted by research workers, private individuals, non-officials agencies and State and Central Governments.

### **Suitability:**

This method is appropriate in cases where informants are spread over a wide area



## ➤ Mailed questionnaires

### Merits

- ✓ Of all the methods, the mailed questionnaire is the most economical.
- ✓ It can be widely used, when the area of investigation is large.
- ✓ It saves money, labor and time.

### Demerits

- ✓ We cannot be sure about the accuracy and reliability of the data.
- ✓ There is long delay in receiving questionnaires duly filled in.



# Secondary Data

Secondary data are those data which have been already collected and analysed by some earlier agency for its own use and later the same data are used by a different agency.

Sources of  
Secondary Data



Published Sources

Unpublished Sources



## Published sources:

Various governmental, international and local agencies publish statistical data, and chief among them are:

- ✓ **International publications:** They are U.N.O, IM.F etc.
- ✓ **Official publications of Central and State Govt.:** Reserve Bank of India Bulletin, Census of India, Indian Trade Journal, etc.
- ✓ **Semi-Official publications:** Semi-Govt. institutions like Municipal Corporation, District Board, Panchayat, etc. publish reports.
- ✓ **Publications of Research Institutions:** Indian Statistical Institutions (I.S.I), Indian Council of Agricultural Research (I.C.A.R) etc. publish the finding of their research programmes.
- ✓ **Journals and Newspapers:** Current and important materials on statistics and socio-economic problems can be obtained from journals and newspapers like, Economic Times, Commerce, Indian Finance etc.

## Unpublished sources:

There are various sources of unpublished data. They are the records maintained by various government and private offices, the researches carried out by individual research scholars in the universities or research institutes.

We must take extra care when using secondary data.

According to Prof. Bowley *“It is never safe to take published statistics at their face value without knowing their meaning and limitations and it is always necessary to criticize arguments that can be based on them.”*

## Precautions in the use of Secondary Data:

Before using the secondary data, the investigators should consider the following factors:

- ✓ Suitability of the data
- ✓ Adequacy of the data
- ✓ Reliability of data

# Reference

- ✓ Statistics- R.S.N Pillai Bagavathi
- ✓ ClipArt's- Google

# Thank You

