|  |  |
| --- | --- |
| **Primary Research** | **Qualitative Data** |
| **New** and **original** research that has been carried out to address a specific question or issue. | **Descriptive** data in a **none numerical** form |
| Is sometimes called to as field research. | * Provides a rich source of detailed information.
 |
| * Information is up to date.
 | * Avoids pre-judgments.
 |
| * Information is directly linked to the questions or issue.
 | * Allows for individual experiences.
 |
| * Gathering information could be time consuming.
 | * Time consuming.
 |
| * Sample must be large enough to be representative of population.
 | * Difficult to generalise.
 |
|  | * Difficult to make systematic comparisons.
 |
| **Secondary Research** | **Quantitative Data** |
| **Existing** information and data that is collated or synthesises relating to a specific question or issue. | Data that is presented in **quantities**. Information that can be **measured** or **counted** and written down using **numbers**. |
| Is sometimes called to as desk research. | * Systematic comparison is easy.
 |
| * Is often less time consuming than the alternative.
 | * Sample size can be significant.
 |
| * Is instantly available
 | * Personal bias can be avoided.
 |
| * Often has larger sample sizes.
 | * Allows for more meaningful generalisation.
 |
| * May not be directly related to the issue or question.
 | * Data could be superficial
 |
| * May be dated
 | * Present answers may not meet the exact responses of the individual
 |
| * May be biased
 | * Open to structural bias
 |

|  |  |
| --- | --- |
| **Primary Research** | **Secondary Research** |
| **Qualitative Data** | **Quantitative Data** |

**As a group you have assigned the statements to the form of research or data you believe they belong to. Now you need to consider what the impact of the advantages/disadvantages is.**

**Primary research**

**Data is up to date**

*Impact- The information will be current and so any conclusions I draw will be contemporary and relevant.*

*Impact-*

*Impact-*

**Time consuming**

*Impact- Time is limited, I need to meet deadlines set so this will be a compromise on the size of the sample and the time taken.*

**Secondary research**

*Impact-*

*Impact-*

*Impact-*

*Impact-*

Qualitative Data

*Impact-*

*Impact-*

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QuantitativeData

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