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| **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 |

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| **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-*

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QuantitativeData

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