

SECONDARY DATA

Chapter: 8

LEARNING OUTCOMES

1. Identify the value of secondary data to business research
2. Understand what to look for as secondary data and where to find it
3. Understand the disadvantages of using secondary data in business research and how to overcome them
4. Distinguish between proprietary and public access sources of secondary data.

INTRODUCTION



WHAT IS SECONDARY DATA?

“second-hand”
analysis



WHY USE SECONDARY DATA?

To ask and answer important questions. For example,

- To understand the longitudinal nature of relationships.
- To understand group differences, trends over time?
- To explore new and emerging social phenomena.

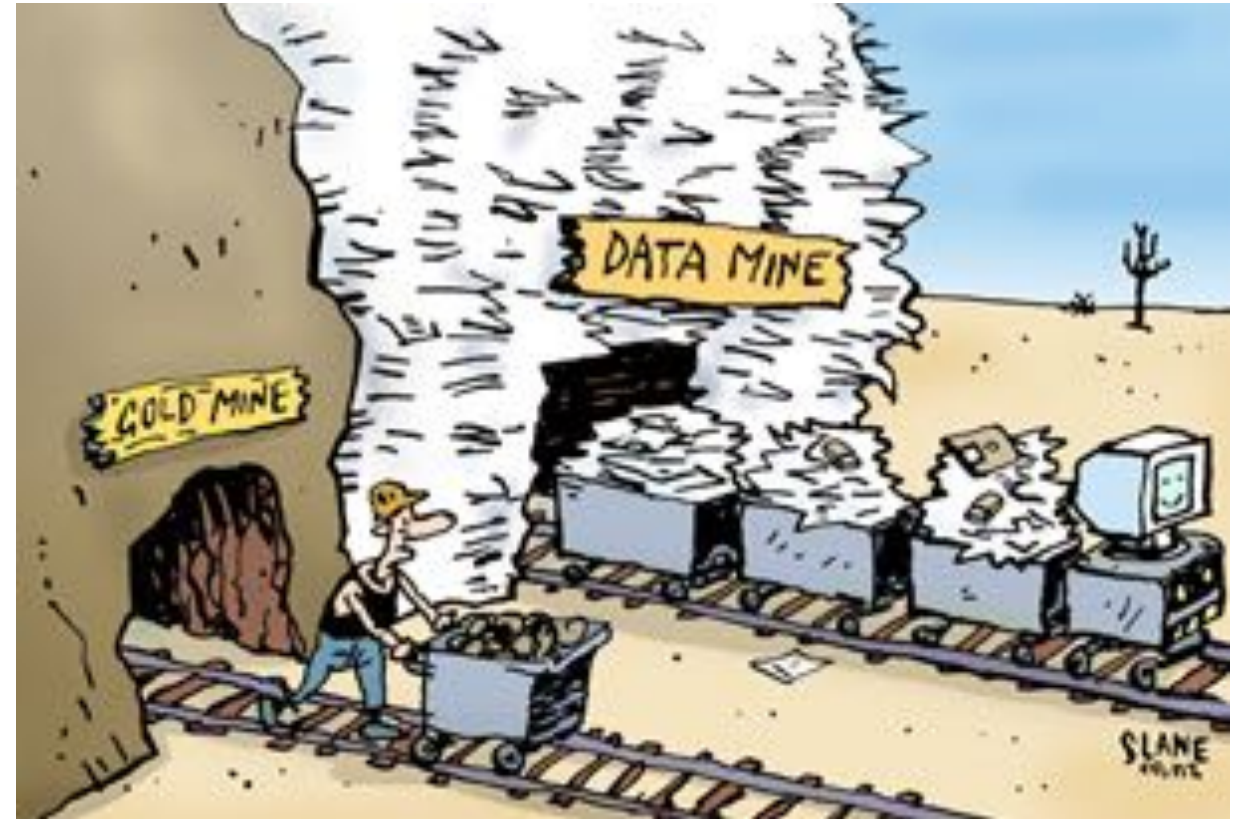


WHAT IS SECONDARY DATA ANALYSIS?

- Determining which of the data you collected is associated with your project (what data can be used)
- Interpreting the secondary data to better understand your city's demographics and the homeless situation in your city
- Cross-analyzing the secondary data to find out what is happening in your city regarding homelessness and why it is happening
- Making recommendations, judgments, and giving ideas on how to improve homelessness in your city based on the secondary data

WHY SECONDARY DATA ANALYSIS?

- More data (and types of data) are being collected (and available!) then ever before.
- There is a unique opportunity to explore this ever growing source(s) of data, and to ask important research questions.



VALIDATING SECONDARY DATA BEFORE USING IT

- ❖ The purpose for which the material was collected or created
- ❖ The specific methods used to collect it
- ❖ The population studied and the validity of the sample captured
- ❖ The credentials and credibility of the collector or creator
- ❖ The limits of the data set (what information was not requested, collected, or presented)
- ❖ The historic and/or political circumstances surrounding the creation or collection of the material



SECONDARY DATA IS INFORMATION THAT HAS BEEN COLLECTED FOR A PURPOSE OTHER THAN YOUR CURRENT RESEARCH PROJECT BUT HAS SOME RELEVANCE AND UTILITY FOR YOUR RESEARCH

DEFINITION

PRIMARY DATA VS. SECONDARY DATA

Primary data are originated by a researcher for the specific purpose of addressing the problem at hand. The collection of primary data involves all six steps of the marketing research process.

Secondary data are data which have already been collected for purposes other than the problem at hand. These data can be located quickly and inexpensively.

A COMPARISON OF PRIMARY & SECONDARY DATA

	Primary data	Secondary data
Collection purpose	For the problem at hand	For the other problems
Collection process	Very involved	Rapid and easy
Collection cost	High	Relatively slow
Collection time	Long	Short

ADVANTAGES

Saving of time



ADVANTAGES

Accessibility



ADVANTAGES

Saving money



ADVANTAGES

Feasibility of both
longitudinal and
international
comparative studies



ADVANTAGES

Generating
new insights/
possibility of
meta-analysis



DISADVANTAGES

Inappropriateness of the data



Lack of control over data quality



DISADVANTAGES

Difference of
purpose



DISADVANTAGES

Cost or access
constraint



DISADVANTAGES

Measurement
validity

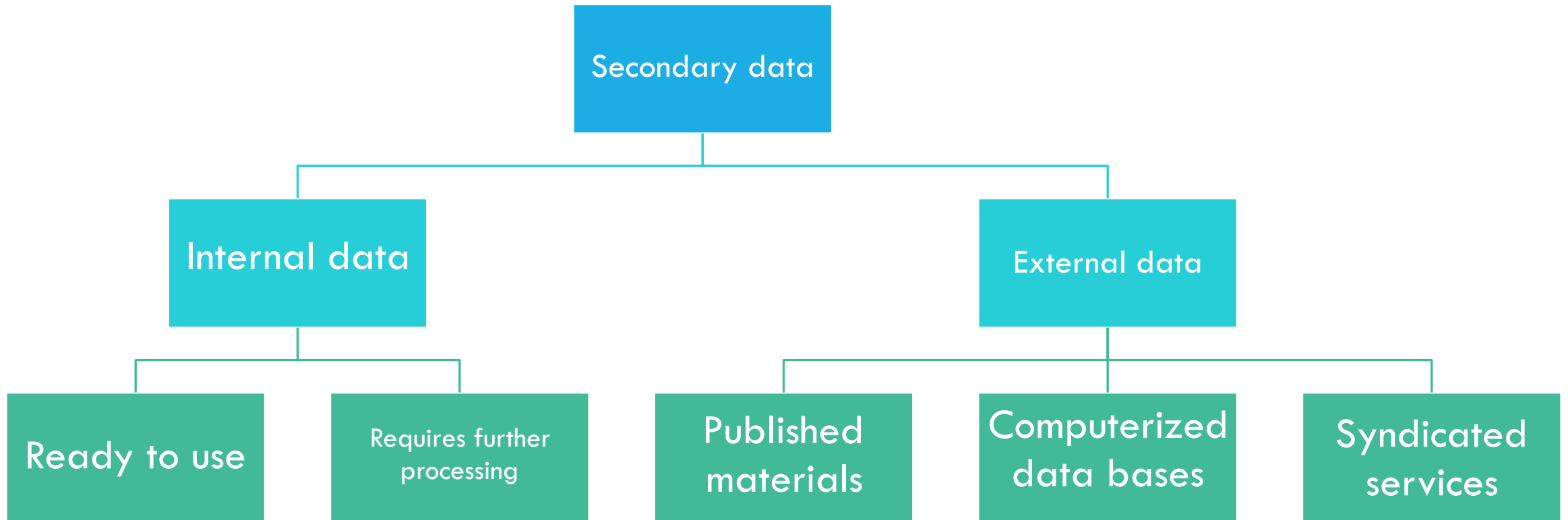


DISADVANTAGES

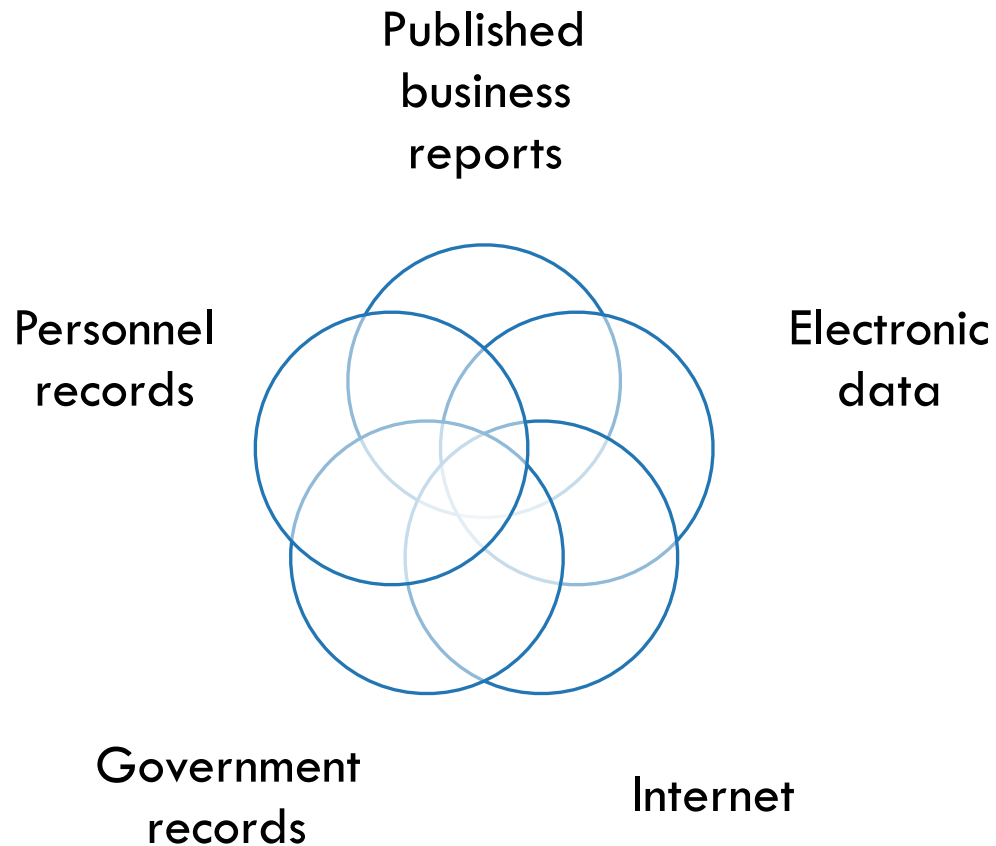
Data coverage
and cleansing



A CLASSIFICATION OF SECONDARY DATA



TYPES OF SECONDARY DATA



BIG DATA

Financial transactions

Accounts

Customer behavior

Buying patterns

Medical records

• Social media sources:
Facebook and Twitter

LOCATING SECONDARY DATA

Establishing that the sort of data you require are likely to be available as secondary data;



Locating the precise data you require.

EVALUATING SECONDARY DATA SOURCES

- they will enable you to answer your research question(s) and to meet your objectives;

- the benefits associated with their use will be greater than the costs;

- you will be allowed access to the data

SUMMARY

Data that have already been collected for some other purpose, perhaps processed and subsequently stored, are termed secondary data. There are three main types of secondary data: documentary, survey and those from multiple sources.

Most research projects require some combination of secondary and primary data to answer your research question(s) and to meet your objectives. You can use secondary data in a variety of ways. These include:

- – to provide your main data set;
- – to provide longitudinal (time-series) data;
- – to provide area-based data;
- – to compare with, or set in context, your own research findings.

SUMMARY

Any secondary data you use will have been collected for a specific purpose. This purpose may not match that of your research. In addition, the secondary data are likely to be less current than any data you collect yourself.

Finding the secondary data you require is a matter of detective work. This will involve you in:

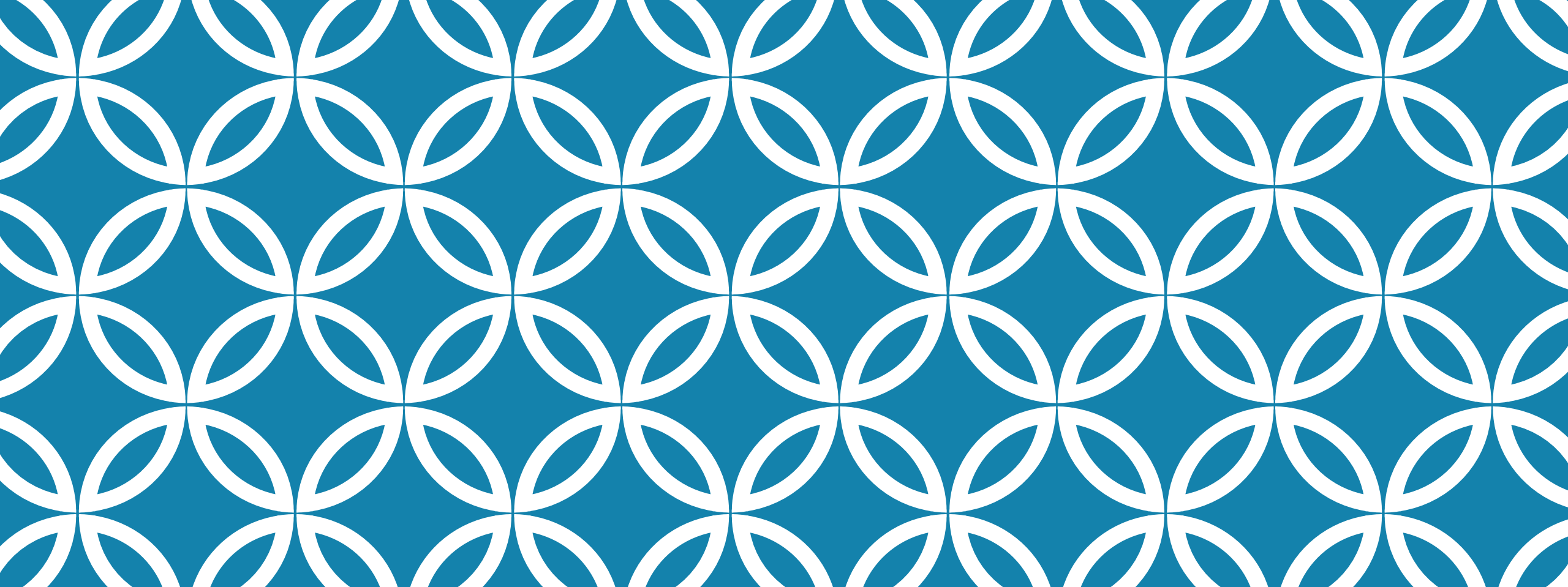
- – establishing whether the sort of data that you require are likely to be available;
- – locating the precise data.

Once located, you must assess secondary data sources to ensure their overall suitability for your research question(s) and objectives. In particular, you need to pay attention to the measurement validity and coverage of the data.

SUMMARY

You must also evaluate the precise suitability of the secondary data. Your evaluation should include both reliability and any likely measurement bias. You can then make a judgement on the basis of the costs and benefits of using the data in comparison with alternative sources.

When assessing costs and benefits, you need to be mindful that secondary data that are not completely reliable and contain some bias are better than no data at all if they enable you partially to answer your research question(s) and to meet your objectives.



**THANKS FOR YOUR
ATTENTION** |