

Primary & Secondary Data

IT systems are all about using data. The role of an IT system is to input data, store it, process it and output it. However, computers do not have the same ability humans do for discerning the quality of data. This means we need to ensure the data we enter into our computer systems is good for it to produce the right outputs. Choosing the right sources of data is the first step in ensuring that our IT systems are able to perform their processing accurately.

	Explanation	Advantage
Primary data	Data that has been gathered through original research done by the organisation or individual.	It is more up-to-date, it is more relevant and it is more reliable.
Secondary data	Data that has been gathered by someone other than the user of the data.	It is cheaper, quicker to obtain and not affected by the organisation's bias.

Data Collection Methods

Questionnaires	Focus groups	Interviews
Involve a set of questions, normally in a closed question format, used to gain information for statistical analysis, or personal information from respondents.	Involve a group of people being asked questions on a particular topic.	Are a one-to-one meeting where an interviewer asks questions to a single respondent in order to gather information.

Ensuring Data Accuracy

Validation	is a check to ensure data is sensible and reasonable. E.g. a length check or type check.
Verification	is a check to ensure data matches the original source. E.g. a proofreading check or double entry check.

Extracting and Sorting Data

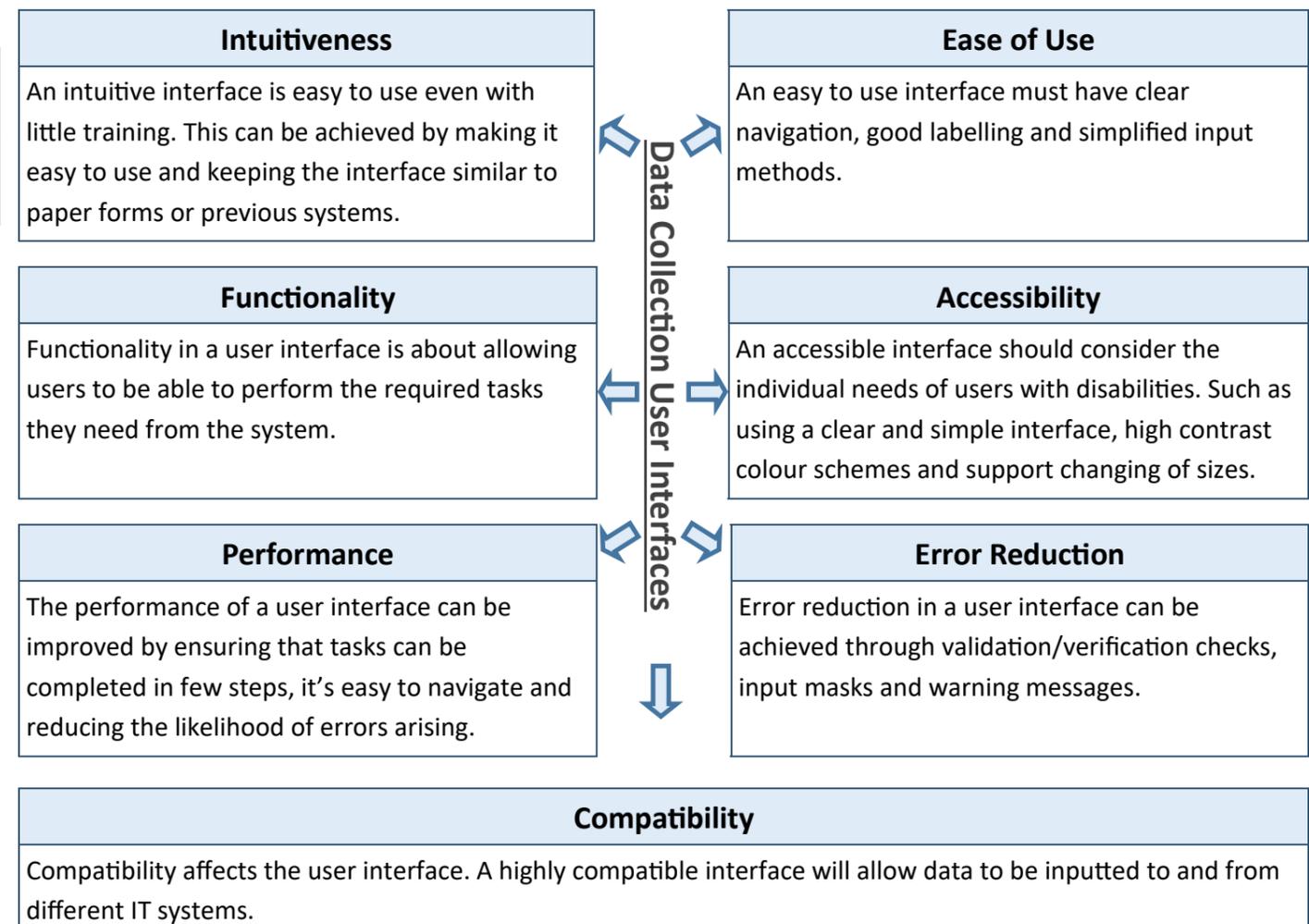
Extracting Data	Extracting can be performed by choosing specific fields and using filters to select data that meet specific criteria.
Sorting Data	Sorting can organise data by any retrieved field in ascending or descending order.

Numerical & Data Modelling

Extracting Data	Extracting can be performed by choosing specific fields and using filters to select data that meet specific criteria.
Sorting Data	Sorting can organise data by any retrieved field in ascending or descending order.

Presenting Data and Results

Tabular	Tabular presentation is a text presentation of data within a table. This is used where precise data and detail is required.
Graphical	Graphical presentation is where data is presented using a chart or some other form of diagram. This is used where ease of interpretation and spotting trends is required.



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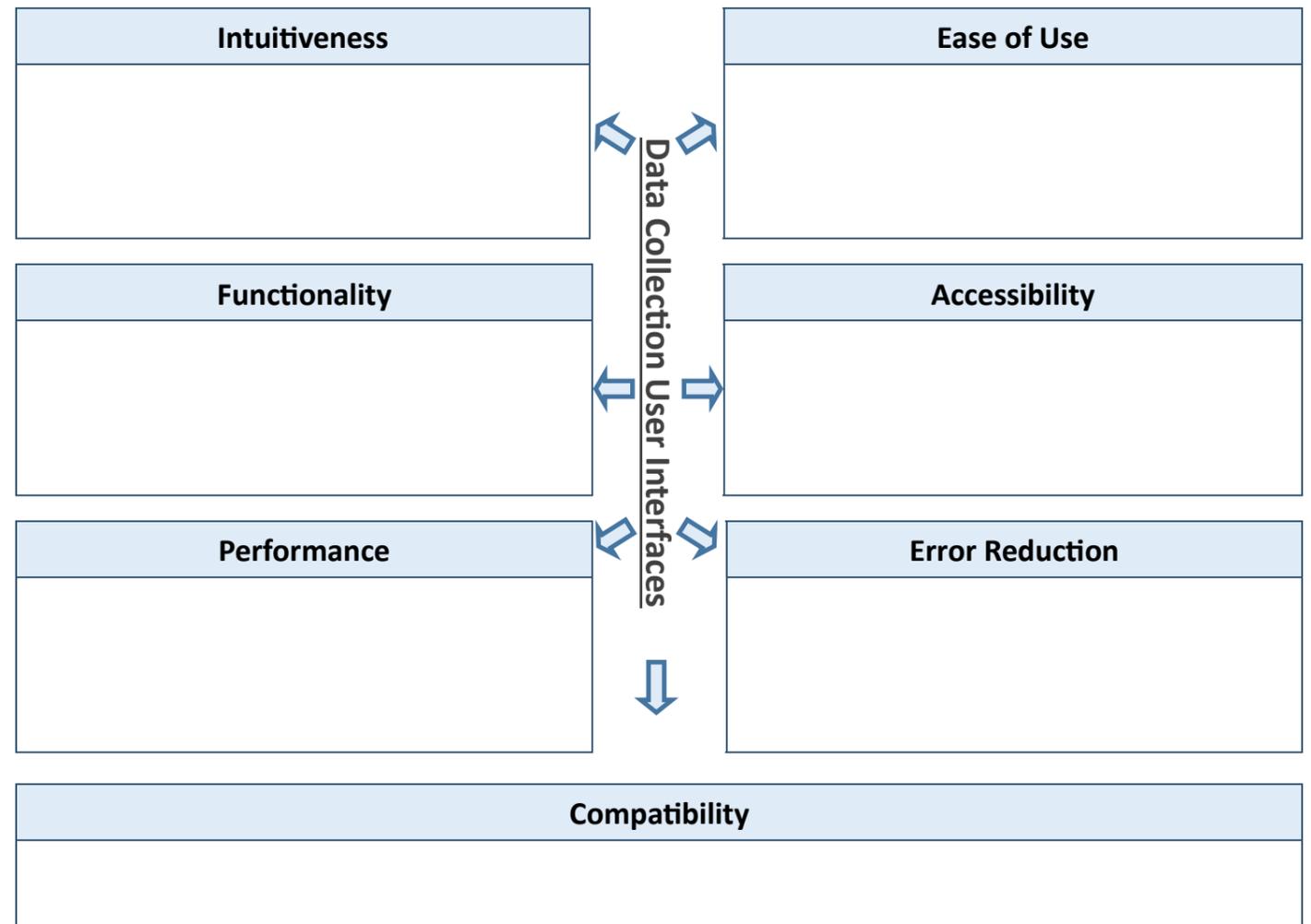
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Primary data		
Secondary data		

Data Collection Methods

Questionnaires	Focus groups	Interviews

Ensuring Data Accuracy

Validation	
Verification	



Extracting and Sorting Data

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Presenting Data and Results

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Graphical	