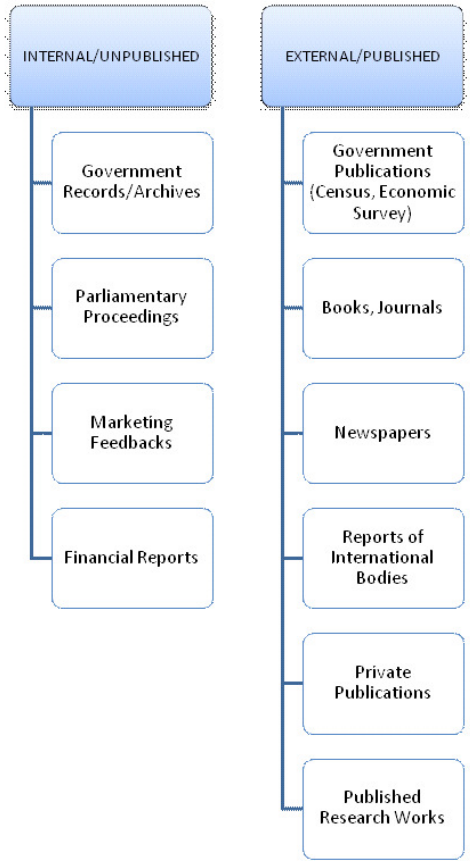
Table 3: Secondary Data Collection Sources



6.4.2 Advantages of Secondary Data

- Secondary data collection saves effort and expenses of the researcher, hence it is more economical compared to primary data collection
- Secondary data helps a researcher to understand the background and history of his research area.
- Secondary data helps a researcher to develop a base line for his/ her primary data collection i.e. it helps in research design.
- Secondary data, like census or administrative data covers a huge population and research area which may be difficult for the researcher to obtain through primary data collection.
- Secondary data helps a researcher to compare data obtained during different times and from different research areas.

6.4.3 Disadvantages of Secondary Data

- Secondary data may be outdated and hence not relevant for contemporary studies.
- It is difficult to analyse the accuracy of secondary data.
- It may not cover the details or samples of population that a researcher wants to examine.
- Sometimes organizations or other researchers may be unwilling to share the available secondary data. In such a situation the researcher has no option but to opt for primary data collection.
- Sometimes inaccurate and inadequate secondary data may mislead a researcher in the wrong direction.

6.5 COMPARING PRIMARY AND SECONDARY DATA

There are many differences between primary and secondary data. The most important difference is that primary data is factual and original whereas secondary data is just the analysis and interpretation of the primary data. We can make a comparison of primary and secondary data through the following Table-

Table 4: COMPARISON BETWEEN PRIMARY DATA & SECONDARY DATA

COMPARISON BASIS	PRIMARY DATA	SECONDARY DATA
MEANING	1.Primary Data is first-hand data i.e. data collected by the researcher himself/ herself	1. Secondary Data is second-hand data i.e. data that exists beforehand and was collected by someone else.
DATA BASE	2.It is current and real time data.	2.It is past data.
COLLECTION PROCESS	3. Primary data collection is involved and time consuming.	3. Secondary data collection is rapid and easy.

RELATION WITH ONE'S RESEARCH	4. Primary data is specific to one's research area.	4. Secondary data might not be specific to one's research work.
COST REFERENCE	5. Primary data is more expensive and requires a larger amount of resources.	5. Secondary data is more economical and quickly available
ACCURACY & RELIABILITY	6. Data collected from primary sources are more accurate and reliable	6. Data collected from secondary sources are relatively less reliable and accurate.
AVAILABILITY	7. Primary data is available in crude form	7. Secondary data is available in refined form



CHECK YOUR PROGRESS

Q.1: What is Primary data?

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.....

Q.2: What is Secondary data?

.....

.....

Q.3: Mention the different methods of primary data collection in qualitative research?

.....

.....

Q.4: Mention the different methods of primary data collection in quantitative research?

.....

.....

Q.5: What are the internal or unpublished sources of secondary data collection?

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Q.6: What are the external or published sources of secondary data collection?

.....

.....

Q.7: Mention four differences between primary data and secondary data?

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.....



6.6 LET US SUM UP

- Data in simple terms is an information about a variable or a particular occurrence.
- The goal of data collection is to find credible answers to our research questions through the analysis of said data.
- In research, there are different methods used to gather information, all of which fall into two categories, i.e. primary data, and secondary data.
- Data, originated for the first time by the researcher through direct efforts and experience, specifically for the purpose of addressing his research problem, is primary data.
- The researcher collects primary data from field or his research area which is best suited, to find conclusions in his research.
- Primary data can be quantitative –focussing on numbers and measurements, or qualitative-emphasising on opinions or attitudes.
- The different methods of primary data collection in qualitative research are- Human observation, Interview, Case study, Focus group, Ethnography etc.
- The different methods of primary data collection in quantitative research are-Mechanical observation, Questionnaire, Surveys , Experiment etc.

- Secondary data is the data that has been already collected by and readily available from various sources.
- It is not specific to one's particular research study .
- Some common sources of secondary data are censuses, information collected by government departments, records of organizations, data collected for other research purposes etc.
- Researchers often opt for secondary data analysis because it saves time and gives near- accurate results.



6.7 FURTHER READING

1) Ahuja, Ram (2001): *Research Methods,* Rawat Publications, New Delhi.

2) Chattopadhyay, Krichnadas & Sudarshana Sen (2013): *Rudiments of Social Research,* Levant Books, Kolkata.

3) Kothari, C. R. (2004): *Research Methodology – Methods and Techniques*, New Age International (P) Ltd, New Delhi.

4) Majumdar, P.K (2011), *Research Method in Social Science*, Viva Books Pvt Ltd, New Delhi.



6.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No 1 : Data originated for the first time by the researcher through direct efforts and experience, specifically for the purpose of addressing his research problem is primary data.

Ans to Q. No 2 : Secondary data is the data that has been already collected by and is readily available from various sources.

Ans to Q. No 3 : The different methods of primary data collection in qualitative research are- Human observation, Interview, Case study, focus group, Ethnography etc.

Ans to Q. No 4 : The different methods of primary data collection in quantitative research are-Mechanical observation, Questionnaire, Survey, Experiment etc.