**Collecting fieldwork data**

*There are different types of data that you will collect during both fieldtrips.*

**Primary data –** those that you collect during your fieldwork.

**Secondary data –** those that have been collected and published by someone else. For example the UK Census 2011.

**Quantitative data –** this is objective data that come from making a measurement. This is in the form of numbers/ statistics.

**Qualitative data –** this is subjective (soft) data which comes from asking people’s opinions, taking photos or making sketches.

**Advantages and Disadvantages of Quantitative and Qualitative data:**

**Task**: Primary and secondary data can either be ‘Quantitative’ or ‘Qualitative’.

1. Statements in the table are spilt into advantages (+) and disadvantages (-) of Quantitative and Qualitative data. Use the key to identify whether they are (+) or (-).

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| --- | --- | --- | --- |
| It allows local residents to offer their opinions. | It is hard to quantify how many participants answer in a similar way. | It is not reflective of the broader audience or the public in general. | The data can be analysed fairly quickly, presented in a variety of graphs or statistical tests. |
| Gives a general overview of the broader audience or the public in general. | It offers reasons for identified patterns and allows you to explore topics in greater depth. | Data can be manipulated and meaning can be applied based on purpose of data use. | Can easily deal with large volumes of data. |
| Limited ability to probe answers. | Data can be gained from experiments which can be costly. | It can be anonymous, which is useful when dealing with sensitive topics. |  |

1. Highlight the statements that are referring to quantitative in one colour and qualitative in other.
2. Justify which type of data is more important for Geographers– Quantitative or Qualitative.