

# Geography Practical

## Data: Sources of Data

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### Sources of Data

Generally, the sources of data include primary (collected firsthand) such as surveys, interviews, and observations; secondary (pre-existing) like books, articles, reports, and databases; tertiary (compiled from primary and secondary) e.g., encyclopedias, and textbooks; administrative (collected for record-keeping) from organizations; and transactional (generated by activities) such as sales records, website interactions, social media.

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### Primary Sources:

**Observations:** Directly witnessing and recording phenomena or behaviors in real-time.

**Surveys:** Questionnaires or interviews administered to individuals or groups to gather specific information.

**Interviews:** Structured or semi-structured conversations with individuals or groups to obtain in-depth insights.

**Focus Groups:** Small group discussions led by a moderator to explore opinions, attitudes, and perceptions.

**Field Trials:** Testing hypotheses or interventions in real-world settings.

**Case Studies:** Detailed examination of a single subject or situation over time.

**Experiments:** Controlled settings where variables are manipulated to observe their effects.

**Sensor Data:** Information collected from various sensors such as GPS trackers, accelerometers, etc., for monitoring and analysis.

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### Secondary Sources:

**Published Literature:** Academic journals, books, conference proceedings containing previously conducted research.

**Government Publications:** Reports, statistics, and data released by governmental agencies.

**Institutional Records:** Data collected and maintained by organizations, institutions, or companies for their operations.

**Online Databases:** Repositories of information such as census data, economic indicators, or scientific research archives.

**Media Sources:** News articles, documentaries, and other media materials providing information on various topics.

**Historical Records:** Documents, artifacts, or records from the past that can be analyzed for research purposes.

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### Secondary Sources:

**Market Research Reports:** Studies conducted by market research firms providing insights into consumer behavior, market trends, etc.

**Social Media:** User-generated content on platforms like Twitter, Facebook, or forums, reflecting opinions, trends, and sentiments.

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