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## Secondary Data

Secondary data refers to information that has been collected, processed and published by someone else, rather than the researcher gathering the data firsthand. This can include data from sources such as government publications, academic journals, market research reports, and other existing datasets.

- **Secondary Data Typess**

Types of secondary data are as follows:

- **Published data:** Published data refers to data that has been published in books, magazines, newspapers, and other print media. Examples include statistical reports, market research reports, and scholarly articles.
- **Government data:** Government data refers to data collected by government agencies and departments. This can include data on demographics, economic trends, crime rates, and health statistics.
- **Commercial data:** Commercial data is data collected by businesses for their own purposes. This can include sales data, customer feedback, and market research data.
- **Academic data:** Academic data refers to data collected by researchers for academic purposes. This can include data from experiments, surveys, and observational studies.
- **Online data:** Online data refers to data that is available on the internet. This can include social media posts, website analytics, and online customer reviews.
- **Organizational data:** Organizational data is data collected by businesses or organizations for their own purposes. This can include

data on employee performance, financial records, and customer satisfaction.

- **Historical data:** Historical data refers to data that was collected in the past and is still available for research purposes. This can include census data, historical documents, and archival records.
- **International data:** International data refers to data collected from other countries for research purposes. This can include data on international trade, health statistics, and demographic trends.
- **Public data:** Public data refers to data that is available to the general public. This can include data from government agencies, non-profit organizations, and other sources.
- **Private data:** Private data refers to data that is not available to the general public. This can include confidential business data, personal medical records, and financial data.
- **Big data:** Big data refers to large, complex datasets that are difficult to manage and analyze using traditional data processing methods. This can include social media data, sensor data, and other types of data generated by digital devices.
- **Published sources:** Researchers can gather secondary data from published sources such as books, journals, reports, and newspapers. These sources often provide comprehensive information on a variety of topics.
- **Online sources:** With the growth of the internet, researchers can now access a vast amount of secondary data online. This includes websites, databases, and online archives.
- **Government sources:** Government agencies often collect and publish a wide range of secondary data on topics such as demographics, crime rates, and health statistics. Researchers can obtain this data through government websites, publications, or data portals.
- **Commercial sources:** Businesses often collect and analyze data for marketing research or customer profiling. Researchers can obtain this data through commercial data providers or by purchasing market research reports.
- **Academic sources:** Researchers can also obtain secondary data from academic sources such as published research studies, academic journals, and dissertations.
- **Personal contacts:** Researchers can also obtain secondary data from personal contacts, such as experts in a particular field or individuals with specialized knowledge.