Types of Data

1. **Qualitative vs. Quantitative**

- **Qualitative data:**
  1. Concerned with understanding behaviour from informants perspective.
  2. Data collected from participant observations and interviews.
  3. Data reported in the language of informant.

- **Quantitative data:**
  1. Concerned with discovering facts about phenomena.
  2. Assumes a fixed measurable reality.
  3. Data is analysis through numerical methods and statistical inference.

2. **Types of Data**

- **Scale:** This comes in two forms;
  1. **Interval:** In SPSS this is part of the scale measurement. With this kind of data we have a natural ordering of intervals and we know the difference between each interval is the same.
  
  - For example degrees celcius.
  2. **Ratio:** Also part of scale measure in SPSS. This is the same as interval data except it has a natural zero.
  
  - For example your age in years.

- **Nominal:** This is where the data is divided into different categories and there is no ranking between categories.
  
  - For example the hand you write with is an example of nominal data. You either fall in the category of right handed people or left handed people.

- **Ordinal:** This is where data is divided into categories and there is a ranking between them (however you cannot say the difference between each category is equal).
  
  - For example the order in which people finish a race.