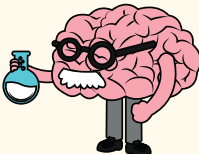




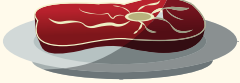




Points	Primary Data	Secondary Data	
Meaning	Primary data is collected directly from the first-hand experience. This is the information that you gather for the purpose of a particular research project.	Secondary data is the data that have been already collected for another purpose. The data is collected by someone else instead of the researcher himself.	
Main Sources	Interview, surveys, questionnaires, field observation, experiments, action research, case studies and etc.	Previous research, mass media products, Government reports, official statistics, web information, historical data and etc.	
Data Time	Real - Time Data	Past Data	
Specific to the Researcher Needs	Always specific to the researcher's needs.	Often, it is not specific to the researcher's needs.	
Costs	Expensive	Low Cost or Free	
Level of the control over data quality	Higher level of control	Lack of control over data quality	
Time consuming	More time consuming	Less time consuming	
Proprietary Information	You are the owner of the data. Thus, the information can remain hidden from the competitors.	You are not the owner of the data. Your competitors also have access to the data.	
Capability	More capable to solve a specific problem	Less capable to solve a specific problem	