

# Use of data



**UNTAMED**  
EDUCATION

1.4.1 Use of data

**Qualitative Data**

**Focus group**

**Quantitative Data**

**Questionnaires**

Use of Data

**Surveys**

**Interviews**

**Observations**

**Measurements**



## Use of data

### 1. Types of data

| Qualitative Data                      | Quantitative Data                             |
|---------------------------------------|-----------------------------------------------|
| Data can be observed but not measured | Data can be measured                          |
| Describes the data                    | Measures the data                             |
| Colours, textures, smells, taste      | Height, weight, temperature, age, speed, time |
| Qualitative - Quality                 | Quantitative - Quantity                       |

### 2. Sporting examples



| Qualitative Data                                         | Quantitative Data     |
|----------------------------------------------------------|-----------------------|
| Good cycling line, relaxed position, good head position. | Time, speed, cadence. |

## Use of data

**Qualitative Data**

Good standing foot position, preparatory swing, good head position.

**Quantitative Data**

Speed and direction.

### 3. Methods of collecting data

**Quantitative data**

- ▶ Questionnaires
- ▶ Surveys
- ▶ Measurements

**Qualitative data**

- ▶ Interviews
- ▶ Observations
- ▶ Focus group



### 4. Types of presenting data

Three types of **data presentation** formats

- ▶ Tables
- ▶ Bar charts
- ▶ Line graphs





## Use of data

### 5. Tables

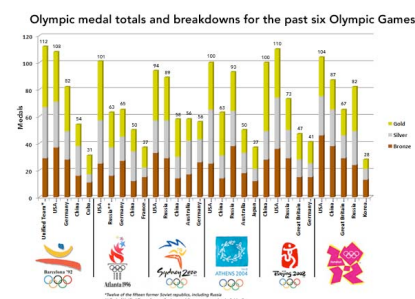
- Show data.
- Give exact **comparison** between collected data for analysis.
- Organised in **rows** and **columns**.
- **Table title** and columns and rows **labelled**.

| R  | NOC |    |    |    | Totaal |
|----|-----|----|----|----|--------|
| 1  | USA | 42 | 19 | 28 | 89     |
| 2  | CHN | 37 | 35 | 20 | 92     |
| 3  | RUS | 20 | 30 | 30 | 80     |
| 4  | GER | 17 | 22 | 17 | 56     |
| 5  | GBR | 15 | 26 | 18 | 59     |
| 6  | AUS | 12 | 12 | 16 | 40     |
| 7  | JAP | 10 | 13 | 10 | 33     |
| 8  | ITA | 9  | 11 | 15 | 35     |
| 9  | KEN | 9  | 5  | 5  | 19     |
| 10 | ZKO | 9  | 2  | 16 | 27     |

powered by ERNST & YOUNG

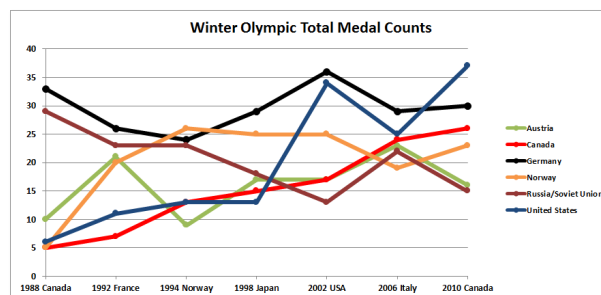
### 6. Bar chart

- **Horizontal** and **vertical axis**.
- **Rectangular bars** showing data comparisons.
- **Label** the axis and graph.
- **Legend**.
- **Comparing** the size of each bar allows direct comparison and **analysis**.



### 7. Line graph

- **X** and **Y** axis
- Plot **points** and draw **lines** between them.
- **Label** the axis and graph.
- **Legend**.
- Comparing the **increases** and **decreases** in each line allows for direct **comparison and analysis**.



### 8. Pie chart

- Divided into **sectors** and each sector represents a **portion** of the whole.
- **Colours** and **labels** for each sector with a legend
- Comparison of the **sector size** enables the **analysis** of the data.

