

A corkboard is covered with various data visualization tools. On the left, there's a large area chart with a blue peak. In the center, a line graph shows fluctuating data over time. To the right, several bar charts of different colors (red, green, blue) are pinned. A circular diagram with colored segments is also visible. Numerous documents and sticky notes are scattered across the board, suggesting a collection of diverse data sources.

# Data Sources: Gathering Evidence of your Program Story

# Existing Data: *Secondary Data Collection*

- Attendance records
- Intake forms: demographics, etc.
- Staff or participant journals or observations
- Event page and talk pages
- Previous reports or blogs
- Other program documentation (i.e., meeting minutes, social media, emails, listserv announcements, etc.)
- Environmental Indicators

# New Data: *Primary Data Collection*

- Program participants
- Program staff
- Program administrators
- Community members
- Program collaborators/partners
- Others who interact with participants or program in some way

# Qualitative Data

- Described in terms of quality, as opposed to "quantity"
- Often obtained through asking open-ended questions
- Most useful when:
  - you would like information in people's own words
  - the questions you are asking have too many possible answers for you to know/list

# Quantitative Data

- Described in terms of a quantity or number
- Collected through closed-ended questions
- Most suitable for collecting numeric data:
  - Age, hours, staff size, number of users, etc.
  - Self-reported behaviors collected quantitatively on a scale
  - Self-rated attitudes and judgments constrained to a set of choices

# Data Collection Methods

- Surveys
  - Satisfaction with program
  - Pre-post tests (learning and behavior self-report, specific instruments, etc.)
- Individual Interviews
- Focus Groups and Facilitated Dialogues
- Journals and Reflections
- Physiological measures
- Observations, Tracking logs, and Records

# DOs and DON'Ts of Primary Data Collection

**DO** tell participants:

- what you are collecting
- how you plan to use it
- what level of confidentiality they should expect
- who will have access to the raw data
- how data will be reported

**DO** make participation voluntary

# DO NOT

**DON'T** collect information on categories that are protected under the EU Data Protection Directive.

- Real Names\*
- Date of birth
- Medical conditions or disabilities
- Addresses or Phone Numbers\*
- Passwords
- Social security or other governmental identification numbers
- Political affiliations or religion

*\* exception for keeping a securely kept contact registry participants may opt for.*



# DO NOT

**DON'T** share information on any of the following in any way that makes the information identifiable for any specific person.

- age
- gender
- sexual orientation
- racial or ethnic origins



# Wikimetrics & Qualtrics Overview Rotation