Primary and secondary data

- **Primary data** is collected with the aim of being foundation for the analyses in your investigation
- **Secondary data** is collected for other purposes

Primary data through:
- Measurement
- Interviews
- Questionnaires
- Observations

Secondary data through:
- Literature review
Literature review

When is secondary data appropriate?

- As a foundation for your own work
- When you want to know what, and how, things are done by others
- When you want to know how others have interpreted situations or occurrences
- When it is impossible to get primary data

Different types of secondary data

- Primary (first-hand) sources and secondary (second-hand) sources
- Public or private receiver
- Personal or institutional senders
Questions to be answered by the literature review

- How is knowledge on the topic structured?
- What are the key theories, concepts and ideas?
- What are the origins and definitions of the topic?
- What are the key sources?
- What are the major issues and debates about the topic?
- What are the main questions and problems that have been addressed to date?

Search the literature and review on your topic

(Hart, 1998)
Nature of the literature review on master level

• Analytical and summative, covering methodological issues, research techniques and topics.

• Possibly two literature-based chapters, one on methodological issues, which demonstrates knowledge of the advantages and disadvantages, and another on theoretical issues relevant to the topic.

---

Master thesis

1. Introduction
2. Method and material
3. Theoretical framework
4. Results.....etc.