



EYPC E-Docs

Principles of Trustworthy Data

Directions: After watching the Trustworthy Data video, review the sources of data and principles of trustworthy data.

Sources of Data

Existing (Secondary) Data

- Data collected by researchers and organizations other than yourself as data reports, statistics, and study findings.
- This data may be presented in fact sheets, graphics, spreadsheets, and published documents and articles.

Observational Data

- Data collected through direct visualization of individual and community behavior.
- Observers watch what others do at a business, school, park, or other public location and take detailed notes, noticing patterns and exceptions in behavior.

Survey Data

- Data collected from a large number of people that represent the community of interest.
- A few questions are asked in a variety of formats, including a 5-point Likert scale, multiple-choice, yes/no, and open-ended questions to gather responses that show patterns and individual thoughts of survey respondents.

Principles of Trustworthy Data

Objective

- Unlike subjective data, objective data is factual and does not depend on the perceptions or opinions of the researcher gathering the data.
- Existing data is nearly always objective data. Observations must be without judgment to remain objective.

Local

- Local data derives from the community of focus.
- Elected officials are persuaded by data from their community or district.
- If local data is not available or is too difficult to collect, try to find data from a similar city or neighboring city of similar size.

Representative

- Representative data is designed to demonstrate the values and opinions of the entire community of focus.
- Researchers sample a community because of the difficulty in getting data from everyone. The sample should be random, where everyone has an equal chance of being included.