Planning data collection

Examples and key information
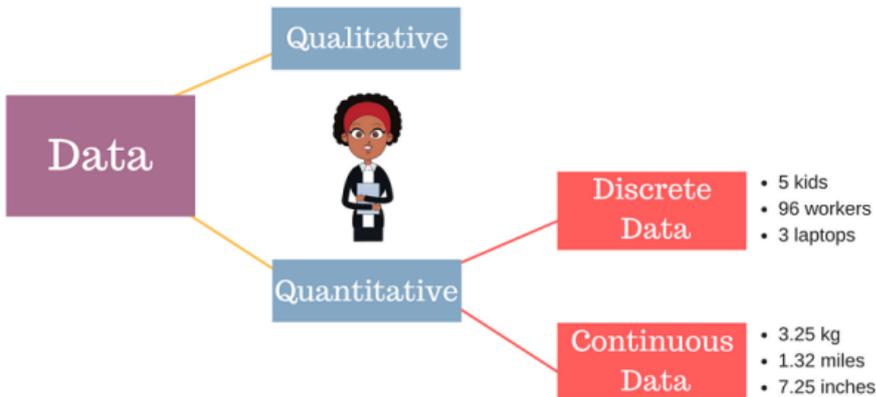
Career links

Brand Optimization Analyst - This job entails searching data and examining trends. Once trends have been identified, this analyst strategizes to develop actions to maximize the reach of advertising brands and suggests changes to attain the client's goals.
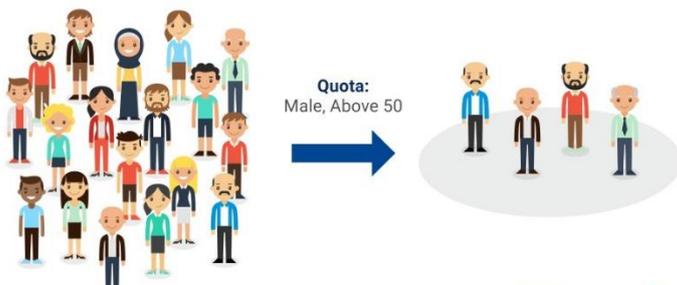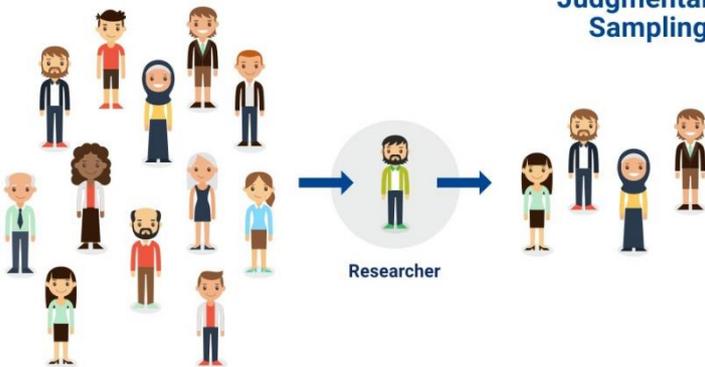
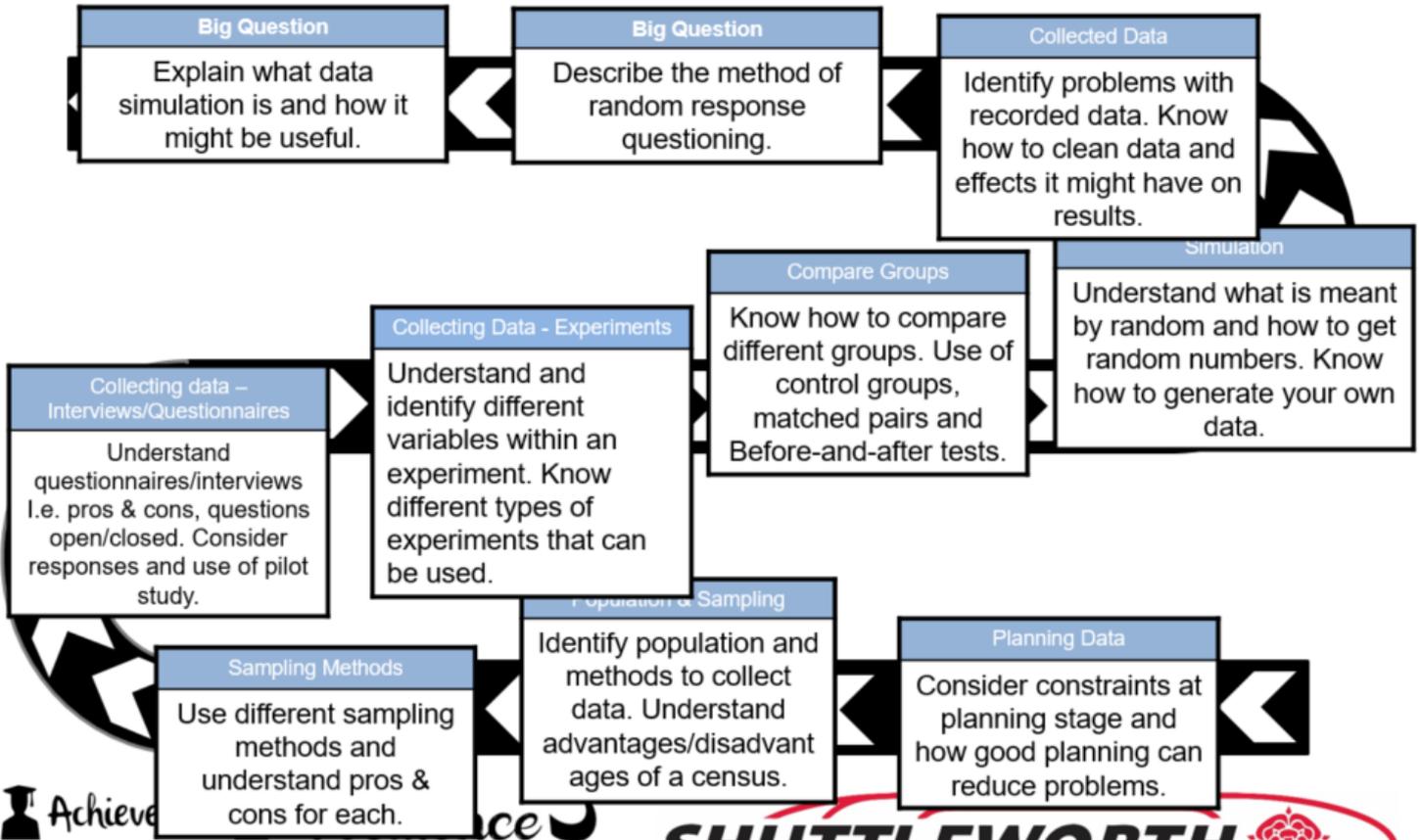| Success Criteria: Planning data collection |
|---|
| I can… |
| Know and apply terms used to describe different types of data |
| Understand the advantages and disadvantages when handling data. |
| Understand, design and use a sampling frame |
| Be able to select a random sample, or a stratified sample, by one category as a method of investigating a population |

Think big.
Chase dreams.
Succeed together.

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Mathematics Learning Journey: Planning Data Collection

Big Question
Explain what data simulation is and how it might be useful.

Big Question
Describe the method of random response questioning.

Collected Data
Identify problems with recorded data. Know how to clean data and effects it might have on results.

Compare Groups
Know how to compare different groups. Use of control groups, matched pairs and Before-and-after tests.

Simulation
Understand what is meant by random and how to get random numbers. Know how to generate your own data.

Collecting Data - Experiments
Understand and identify different variables within an experiment. Know different types of experiments that can be used.

Collecting data – Interviews/Questionnaires
Understand questionnaires/interviews I.e. pros & cons, questions open/closed. Consider responses and use of pilot study.

Population & Sampling
Identify population and methods to collect data. Understand advantages/disadvantages of a census.

Sampling Methods
Use different sampling methods and understand pros & cons for each.

Planning Data
Consider constraints at planning stage and how good planning can reduce problems.

Achieve   Community   PERSEVERANCE   Pride

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DEFINITION	CHARACTERISTICS
ETYMOLOGY/MORPHOLOGY	
EXAMPLES	NON-EXAMPLES