Primary and Secondary data

REFERS TO HOW THE DATA HAS BEEN COLLECTED

Meta-analysis

- What is a meta-analysis?
- The researcher uses data from a large number of studies, which have involved the same research questions and methods.

- How is the data from meta-analysis used?
- It can be analysed qualitatively-> discuss the findings/conclusions
- It can be combined to perform a statistical analysis-> calculating the effect size.

Do you know? (answers on the next slide)

What is primary data?

Give an example in psychology?

What is secondary data?

Give an example in psychology?

What are the benefits/limitations of using both these methods of collecting data?

Were you correct?

- Primary
- allows more control of the data
- But requires time, effort and can be expensive to conduct research yourself

- Secondary
- inexpensive and easily accessed(already stats tested and peer reviewed)
- Data may not exactly fit the needs of the study

Primary or secondary data?

1. Van Ijzendoorn and Kroonenberg (1988) studied cultural variations in attachment styles of children. The results of 32 studies that used the strange situation to measure attachment behaviour were analysed.
2. An experiment was carried out to investigate if encoding in short term memory was acoustic or semantic
3. A correlation was found between illness and levels of stress.
4. Kohnken investigated accuracy of eye witness testimony. When he compared the effectiveness of using the cognitive interview and a standard interview an effect size of 34% was found.

Answers

1. Secondary (meta analysis)
2. Primary
3. Primary
4. Secondary (meta analysis)

What is Effect Size?

Effect size gives an overall statistical measure of the difference or relationship between variables across a number of studies.