ACCA
国际注会
精英课程 F2

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Chapter 2 : Sources of data

1. Types of data
2. Sources of data
3. Secondary data
4. Sampling
5. Sampling methods

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1 Types of data

1.1 Primary and secondary data

1.2 Discrete and continuous data

1.3 Sample and population data

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1.1 Primary and secondary data

Primary data

- data collected especially for a specific purpose
- For example: raw data (not processed at all, just a list of numbers)

Secondary data

- have already been collected elsewhere, for some other purpose
- can be used or adapted for the survey being conducted

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1.1.1 Secondary data

Sources:

- Governments, banks, newspapers, trade journals

Advantage	Disadvantage
They are cheaply available	unaware of any inadequacies or limitations of the data

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1.2 Discrete and continuous data

Quantitative (measurable) data may be classified as being discrete or continuous

Discrete data

- Can only be taken on a finite or countable number of values within a given range
- Such as 1, 2, 15

Continuous data

- Can take on any value
- They are measured rather than counted
- Such as 3.5 meters, 2.67 kilometer

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1.3 Sample and population data

Sample data

- are data arising as a result of investigating a sample
- A sample is a selection from the population

Population data

- are data arising as a result of investigating the population
- A population is the group of people or objects of interest to the data collector

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QUESTION

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A survey of heights of lampposts is carried out to find out if there is any variation across the country.

What sort of data is being collected in such a survey?

A. Quantitative Discrete

B. Qualitative Discrete

C. Quantitative Continuous

D. Qualitative Continuous

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Answer: C

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2 Sources of data

2.1 Internal sources of data

2.2 External sources of data

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2.1 Internal sources of data

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Accounting records

Personnel records

Production department records

Service businesses - time records

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2.2 External sources of data

Primary source

- to the origin of an item of data
- such as eyewitness to an event

  Advantage: know the data well

  Disadvantage: expensive

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Secondary source

- 'second-hand' data
- books, articles, information center

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Which of the following are secondary external sources of data?

I Economic Trends (published by the Office for National Statistics in the United Kingdom)

II The Singapore Business Times

III Data collected for a survey which was commissioned in order to determine whether Donald Co. should launch a new product

IV Historical records of expenditure on canteen costs in a hospital in order to prepare current forecasts

A. I and II only

B. I, II and III only

C. I, II and IV only

D. I, II, III and IV

Answer: C

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3 Secondary data

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Sources:

Governments, banks, newspapers, trade journals

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Advantage	Disadvantage
They are cheaply available	unaware of any inadequacies or limitations of the data

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4 Sampling

Where it is not possible to survey the whole population, a **sample** is selected

- The larger the size of the sample, the more accurate the results get
- Choice of sample requires skills (no biases, complete)

Where the whole population is examined, the survey is called a **census**

- High cost
- May be out of date

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5 Sampling methods

5.1 Probability sampling method

5.2 Non-probability sampling method

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5.1 probability sampling method

It is a sampling method in which there is a **known chance** of each member of the population appearing in the sample

Includes:

A. Random
B. Stratified random
C. Systematic
D. Multistage
E. Cluster

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A) Random sampling

every item in the population has an **equal chance** of being selected

requires sampling frame

Advantage & Disadvantage:

no biases

not necessarily a perfect sample (unrepresentative)

costly

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B) Stratified random sampling

Two steps

① Dividing the population into strata or categories

② Random samples are then taken from each stratum or category.

For example

- Population 1000 books
- Novels and science, 4 : 6
- Sample size 10 books
- First stratified
- Then random sampling

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B) Stratified random

Advantage	Disadvantage
representative, more accurate	requires prior knowledge of each item in the population

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C) Systematic sampling

a sampling method which works by selecting every nth item after a random start

Advantage	Disadvantage
Easy and cheap	Can be biased, Some items may never be selected

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D) Multistage sampling

Two steps

① dividing the population into a number of sub-populations

② selecting a small sample of these sub-populations at random

Advantage: Less effort, Less cost

Disadvantage: Can be biased and may not be representative

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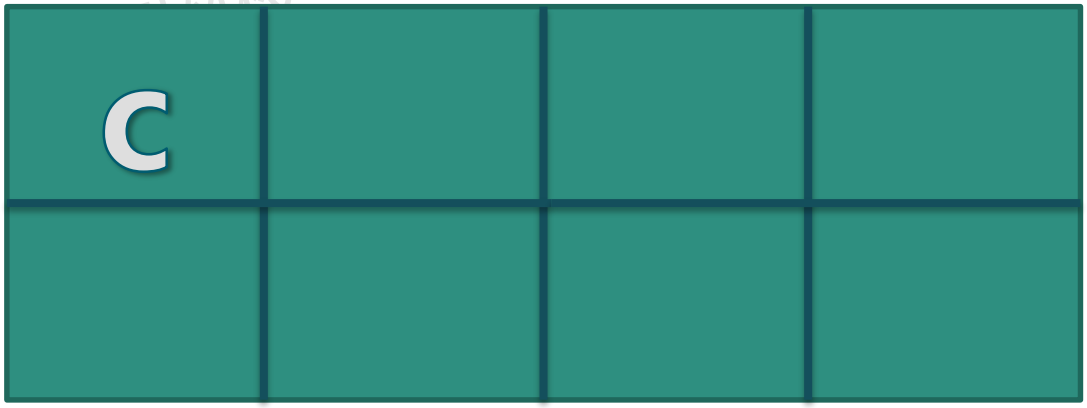
E) Cluster sampling

Two steps

① selecting one definable subsection

② subsection taken to be representative of the population in question

Less effort than multistage



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5.2 non-probability sampling method

the chance of each member of the population appearing in the sample is **not known**

Example: **quota sampling**

- interview all the people they meet up to a certain quota
- Cheap, but not accurate
- May be biased

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