Data collection methods for CCIs

CCI – **C**ultural and **C**reative Industries

WHAT?

> **Data** is facts and information collected for reference or analysis.

> **Data collection** is the systematic process of gathering data from different sources.

> It allows the choice of what kind of information would provide the **best understanding** of the CCI's impact.

WHY?

To get insights, make forecasts and evaluate the impact of cultural actions in a way that creates significant value requires us to take an **active role in data collection**.

Understand the goal of the analysis.
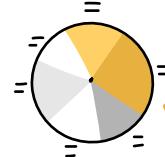
PRIMARY DATA COLLECTION METHODS

SURVEYS AND QUESTIONNAIRES

GOAL: to understand the general characteristics or opinions of a group of people.

Advantages:

- Data from targeted respondents.
- Generalise the results to a broader public.
- Key challenge – recognising the relationship between the overall population and the sample.
- Surveys can be done online.
- Low price.
- Online surveys can be accessed anytime and anywhere.
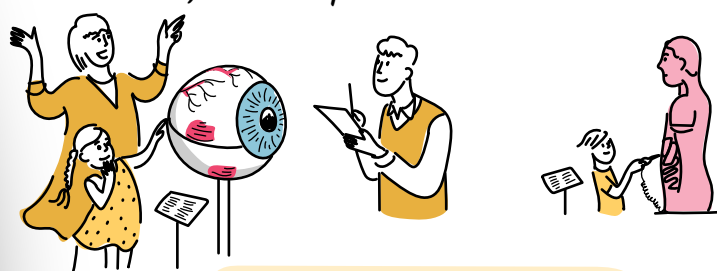- Wide range of data.

INTERVIEWS

GOAL: to gain an in-depth understanding of perceptions or opinions on a topic.

It's a meeting between two individuals in which the interviewer asks the interviewee questions.

Advantages:

- Conducting interviews can help explain, understand and explore perspectives, behaviour, and experiences.
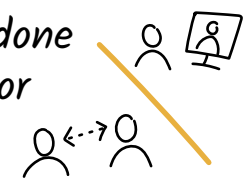
An interview can be

Open-ended, where the discussion follows people's interests and insights.

Structured, where everyone is asked the same questions in order to make comparisons.

- Interviews can be done on-site or online.

Video conferencing. Reducing the costs of travel.
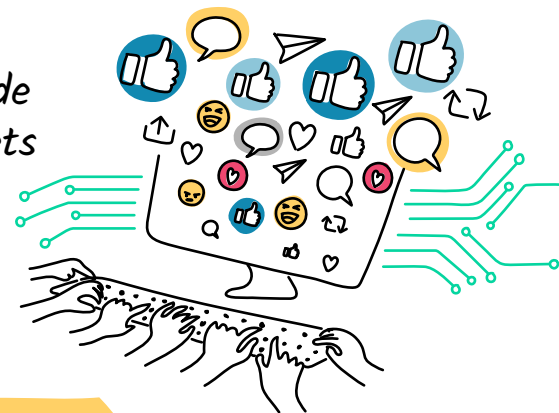
OBSERVATIONS

GOAL: to observe and understand the behaviour of individuals in a certain context or place.

Seeing and evaluating the behaviour of groups of individuals or environments.

Can take place at events, in museums, or in digital spaces.

Online social networks provide massive datasets that require specialist skills to analyse.
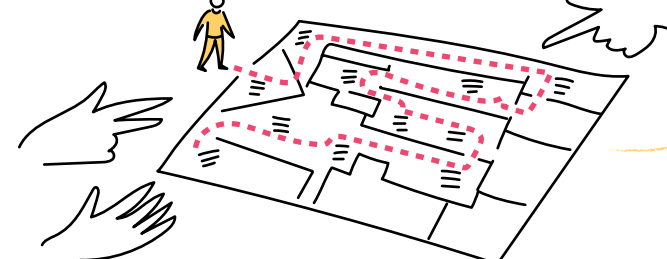
Advantages:

- Ease of data identification. This data collection method does not require technical skills to identify sources of data.
- Offers detailed data collection. Overvation data helps to analyse specific behaviours and actions.

INTERNAL DATA AND DOCUMENTS

GOAL: to identify and analyse internal data as well as those data collected for other purposes within an organisation that would be useful for understanding organisational impact.

Systematising and analysing existing internal CCI data to track or understand operational and business activities.

Staff reports, data from internal databases, ticket information, exhibition brochures, etc.

Advantages:

- The data is already available.
- Easy tracking of collected data. Allows evaluation of the history of a specific cultural event.

SECONDARY DATA
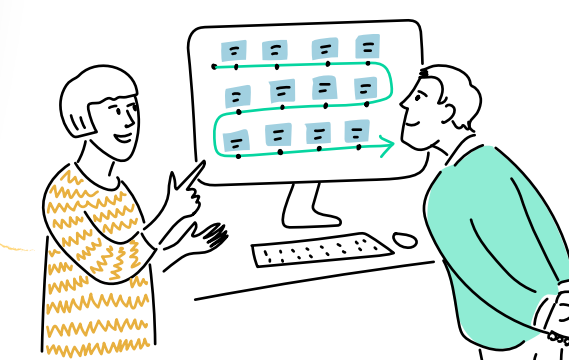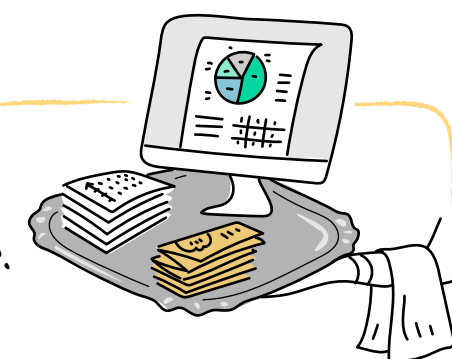
OPEN DATA

GOAL: to collect and analyse data on specific topics from public and private repositories.

Anyone can access, use and share.

Available in a common, machine-readable format under suitable licences.

Licenses permit people to use the data set in any way they want, including transforming, combining and sharing it.

Advantages:

- The accuracy and the integrity of the collected data.
- Public and open source datasets save time and enable collaboration.

Explore data sets made available by public institutions. Different countries own Open Data repositories, seeking to make public governance data open and reusable. Requests can be made to public offices to give out specific data collected for governance purposes.

Kaggle   Data Driven   KDD   Google Public Datasets   AWS dataset