Good Data Collection for Reporting

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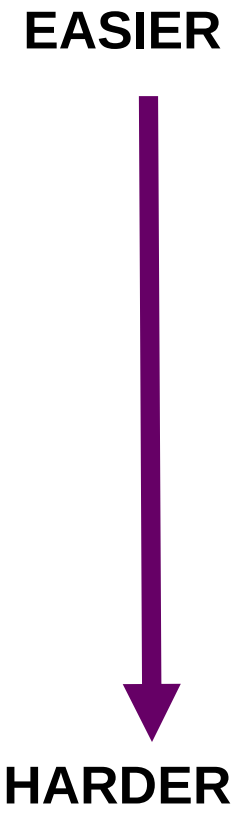
Telling a story
with data

How do you know?

Quantitative data is evidence in the form of numbers – numerical indices that allow for **counting**, **ranking**, or **scaled** measurement.

Quantitative Data



Checklists

Financial reports

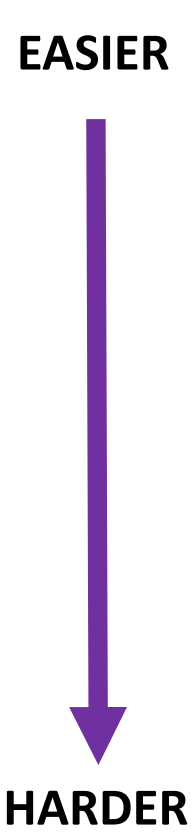
Program data

Surveys

Tests and rubrics

Qualitative data is evidence largely in the form of **words** and **text** – quotes, narratives, and stories, as well as descriptions of images, artworks, performances, etc.

Qualitative Data



Observations

Document review

Artifact review

Short-answer survey items

Interviews

Focus groups

Data Sources

- Internal Data
- New Data Collection
- External Data

SOCIAL EXPANSION: OVERALL

TWITTER

1,244
IMPRESSIONS

Permalink

INSTAGRAM

6,306
IMPRESSIONS

46
ENGAGEMENTS

Permalink

Audience Member

Participant

Neighborhood Group

Friend of an Interviewee

Person on the Street

Publicly Available Data

United States Census Bureau

AMERICAN FactFinder

MAIN | COMMUNITY FACTS | GUIDED SEARCH | ADVANCED SEARCH | DOWNLOAD CENTER

Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

e.g., Atlanta, GA GO

Guided Search

Advanced Search

Download Center

Popular Tables

Population and Housing
- Annual Population Estimates (2015 PEP, PEPANNRES)
- Demographic and Housing Estimates (2014 ACS, DP05)
- General Housing Characteristics (2014 ACS, DP04)
- General Demographic Characteristics (2010 Census, DP-1)

Poverty and Income
- General Economic Characteristics (2014 ACS, DP03)

Age, Race, Sex and Education
- Selected Social Characteristics (2014 ACS, DP02)
- Educational Attainment (2014 ACS, S1501)

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see Using FactFinder and What We Provide.

Using American FactFinder

Learn about American FactFinder's functions and features.

News and Notes

GET EMAIL UPDATES

September 15, 2016

The 2015 American Community Survey 1-year estimates are now available....

view all news, release schedules, and more »

Exercise

Write down the types and sources of data you might use as evidence for evaluating your OGP funded project.

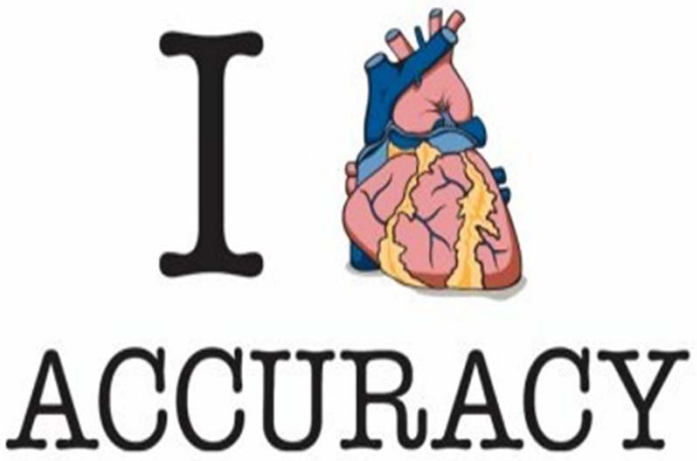
Great!
We have data for
our report!

Is the data reliable and valid

?

MERRELL
bzdogs.com

Reliability refers to the **accuracy** and **consistency** of data collection methods.



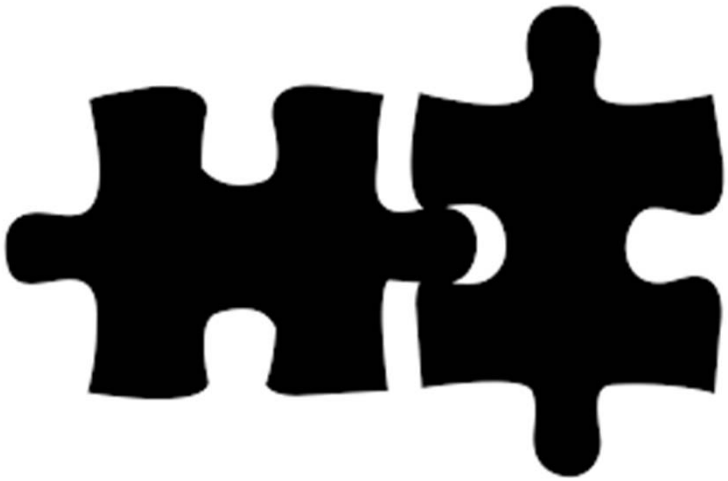
You wanted to randomly sample your audience and so you decided that your survey collectors would hand a survey to every third person in line for your free show. But some of the people handing out your surveys were not trained and decided to give the survey to people who looked receptive. In the end, everyone handed out the same number of surveys.

You want to increase the amount of time spent on the visual arts knowledge and vocabulary appropriate to each grade level in the classes provided by your teaching artists. Your teaching artists are required to submit a report at the end of each year that gives an overview of what happened in their class. Some teaching artists discuss the topics they covered in the whole year in their report and some provide a sample of their student's best work.

Exercise

Describe your data sources and collection methods with your group. Do you think that the data collection method is reliable? How could you fix it or ensure that it is consistent?

Validity refers the essential **truthfulness** or **value** of your data.



You want to find out if your new show resonates with your audience emotionally and draws in people from backgrounds that haven’t come to your shows before. In your grant report, you report that your audience size has increased by 15%.

You decide to send out a survey to everyone who orders tickets online, because you collect their email addresses during the ordering process. You want to know how they found out about your show. You then generalize from your responses from this group to everyone who comes to your shows.

Exercise

Describe your data sources and collection methods again with your group. Do you think that the data will be valid? Is there a better data source or method?

Why sample?

Sampling frames

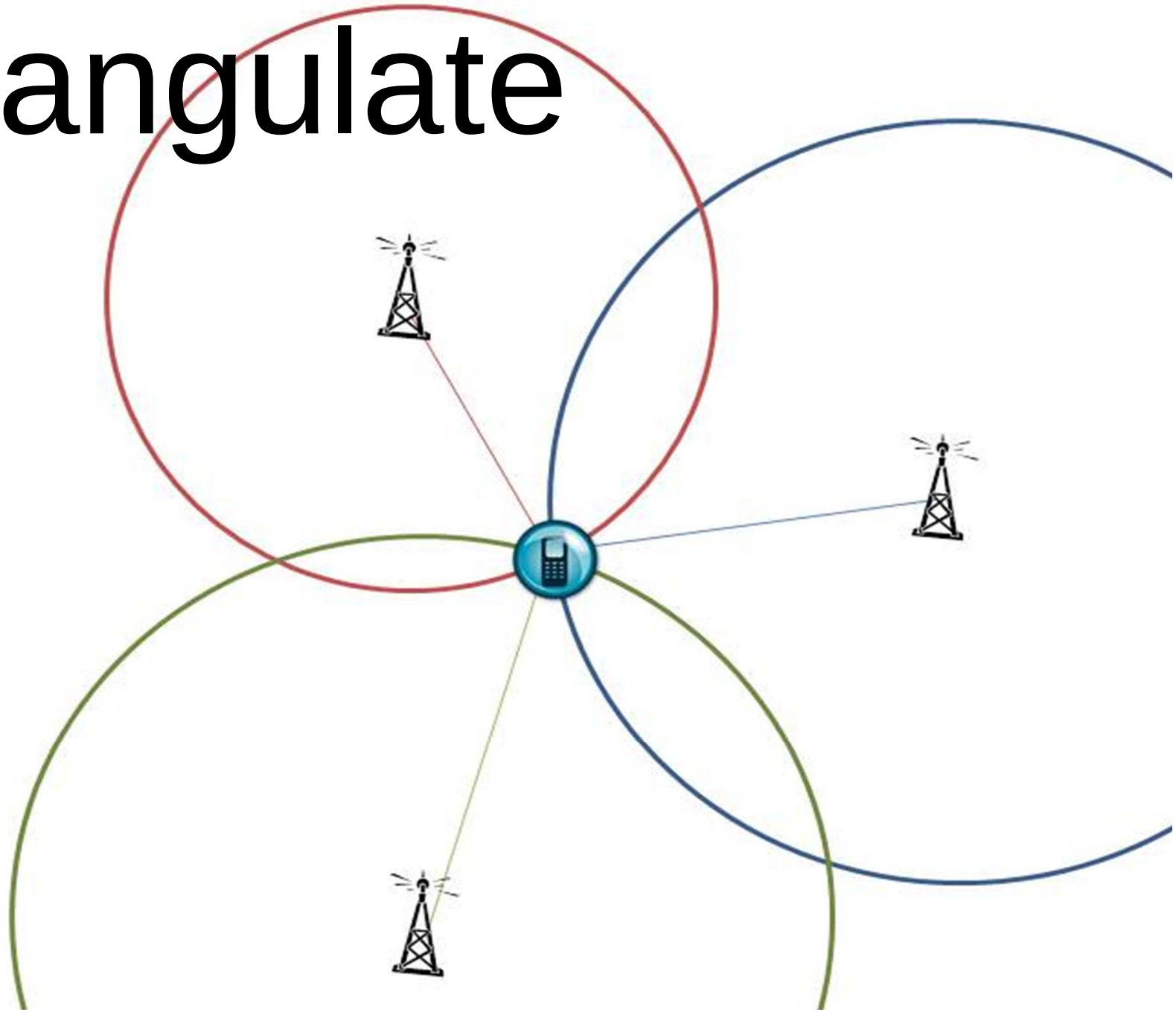
- Use resources wisely
- Representativeness of sample
- Sheer numbers don’t actually mean better data

Ford 2016 sampling frame (Race/ethnicity)

Expected race/ethnicity of audiences	Total Number of CJAMs (2016)	Percent of season	Number of shows to survey	Percent of survey sample
Black/African American	2	6%	1	5%
Hispanic/Latino	12	35%	7	32%
White	2	6%	1	5%
Asian/PI	0	0	0	0
Asian/PI; White	3	9%	2	9%
Asian/PI; Hispanic/Latino	3	9%	2	9%
Black/AfAm; White	3	9%	2	9%
Hispanic/Latino; White	4	12%	3	14%
Hispanic/Latino; Black/AfAm	2	6%	2	9%
Mixed	3	9%	2	9%
Totals	34	101%	22	101%

Do I have to
throw it out?

Triangulate



Ask yourself

Reliability

- Was was the data collection consistent? (in terms of frequency and method)
- Is this information an accurate representation of reality?
- Can you think of any reasons to be suspicious of its accuracy?

Validity

- Does the data actually represent what you are using it for?
- Are there any factors or intervening variables that should cause you to distrust this data?
- Is the sample size too small or not representative?

Exercise

Make a plan.