­Transcript

Chapter 13: Working with your Quantitative Data

Once you have collected your data you need to start the process of analysing it. The decisions about how to analyse and present your data need to take various factors into account. These include the ***size of the sample***, as this is going to affect the types of statistical analysis that can be formed, the ***levels of measurement*** which the variables are measured at as, again, this has an impact on the types of analysis you can do and the way to present the information as well. You also need to think about ***what you are trying to achieve*** as a whole. Are you trying to look at descriptive statistics or inferential statistics for instance? In the book it provides more detail about the kinds of descriptive and inferential statistics that are most appropriate for various levels of measurement, as well as how to present the different kinds of data. This is a really useful starting point and will help you in exploring these considerations further.

Remember that when you are presenting quantitative data is not just a case of presenting lots of tables and figures, but also being clear about why they are necessary, what they show and how your findings link to the literature. So although you should produce tables and figures that are clearly labelled and constructed and can stand alone, you also need to describe and explain them.