Data Quality Assessment

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The Quality of Data

❖ The quality of data implies the significance and value of the collected information. It represents an essential aspect that affects the research results.

❖ The quality of information relies on the data integrity which refers to the validity and reliability of the gathered data.

The Quality of Data

❖ The quality of data may be influenced by a set of issues such as the irrelevance and unreliability of the gathered information which   may be caused by various factors. It also depends on the researcher's skills and his/her way of interpreting the collected data.

Data Quality Assessment

❖ Data quality determines the relevance and accuracy of the research findings. In order to obtain reliable research results, it is necessary to get valid and accurate information. Thus, the researcher has to assess the quality of the collected information using several techniques that are employed to detect errors in the process of data collection.

Data Quality Assessment

❖ Two main approaches are followed to preserve the integrity of the gathered information and ensure good data quality. They denote a set of activities and procedures that aim at improving the validity and reliability of the collected data. These approaches are: quality assurance and quality control.

Quality Assurance

❖ Quality assurance is a procedure that aims at preventing errors and ensuring the quality of information. It precedes the process of data collection as it attempts to check the reliability of the research tools and strategies. It refers to the activities that take place before starting to gather information.

Quality Assurance

❖ The main purpose of quality assurance is the identification of the problems that may occur when collecting data. It helps to discover the difficulties that may arise during such a process and the causes of these problems such as the uncertainty about the method of research and the vague description of the research activities.

❖ Quality assurance is based on the careful planning of the steps to be undertaken in the phase of information gathering and the items that should be collected as well as the accurate choice of the research tools.

Quality Control

❖ Quality control aims at checking the quality of the obtained information by detecting and correcting errors. It denotes the activities taking place during and after data collection. It involves detection and action.

Quality Control

❖ Detection refers to the process of information quality monitoring that is undertaken through the assessment of the accuracy of the gathered data. It can take the form of the examination and review of the collected information to discover inconsistencies and errors.

Quality Control

❖ The action phase involves the activities that are necessary to correct faulty information. It is based on a set of procedures and corrective actions that aim at ensuring the reliability of the findings.

❖ For example, the same respondents might be asked the same questions on two distinct occasions in order to check the quality of the gathered data.

Data Quality Assessment

❖ Training is needed for the successful assessment of the quality of the collected information. Furthermore, the investigator should rely on a variety of sources and reliable research tools.

❖ Data quality assessment enables the researcher to identify inaccurate data, supply valid information and ensure the reliability of the results.

References

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