

7

Data Collection Techniques FOR YOUR INFOGRAPHICS

Once you have decided on the topic of your infographic, you can start compiling the data.

1

APPEND "DATA" TO YOUR TOPIC



"your topic" data



The best place to start a data search is by appending the word "data" to the end of your search query or topic in Google.

2

USE FILETYPE:XLS (OR XLSX, CSV OR PDF)



"your topic" filetype:xls



Simply append "filetype:xls" to the end of your query or topic. Google will return results that will download the file directly when clicked, instead of taking you to a webpage.

3

USE IMAGE SEARCHES



Image search results for data-centric topics usually return charts and data visualizations. If you visit the webpages of these images you'll find where the source data came from.

4

USE AN EXISTING DATA REPOSITORY



There are many existing data repositories that are available with all kinds of data. Some of these are free and some require a paid subscription.

5

USE GOOGLE TO SEARCH WITHIN A SITE



data.gov: "your topic"



Use "site url: topic" in your search query. For example, to search for marital status data in the US census, use "data.gov: marital status" to narrow your search to only the data.gov site.

6

PERUSE ACADEMIC SOURCES



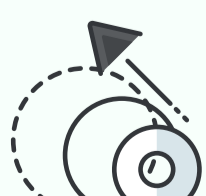
Academic articles often contain data or have references to data from which the results were based on. Look at the Appendix or Reference sections for where the data came from.

7

CONDUCT ORIGINAL RESEARCH

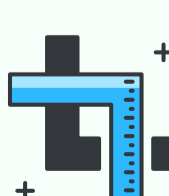
Conducting your own research can be broken down into three steps:

STEP 1:



Define your sample size.

STEP 2:



Define what you want to measure.

STEP 3:



Manually code your data.

