

# The 5 W's of data



## 01. Who?

identifies the individual cases or subjects in the study.



## 02. What?

describes the variables measured or recorded.

## 03. When?

specifies the period during which the data was collected.



## 04. Why?

indicates the location of the data collection,

## 05./06. Why and How?

explains the purpose or objective of the data collection and details the methodology or process used to collect the data.

