



Raw Data

What is raw data?

Raw data means the actual numbers, procedures, and formulas used—the original information before descriptions are given and conclusions are drawn.

Why is raw data so important?

People make mistakes, jump to false conclusions, and are not always honest. By examining the raw data, you can lessen the chances that you'll get fooled by misinformation and then spread it.

How can you use raw data in your research?

1. **Be very skeptical of anyone** who does not publicly share their raw data or places it where few people will see it.
2. **Don't settle for subjective descriptions** like "not dramatically different." When you read something like that, your first thought should be, "What are the actual numbers?" And your next questions should be: "Are there margins of error on those numbers?" and if so, "What are they?"
3. **Make the time and effort to find the raw data and vet it.** Raw data doesn't just consist of numbers but also statements and events. Read full transcripts, watch the entirety of uncut videos, read full studies, and scrutinize the data before you come to a firm conclusion.



REMEMBER: If you don't have the time to vet the raw data and come to a firm conclusion, remain agnostic. No one can force you to have an opinion.