



RESONANCE LAB

DATA COLLECTION TOOLKIT



Translate 04 — Data Collection

THE MOVE

Knowing the instrument ensemble, it is then brought into the field. Data collection may take the form of fresh fieldwork, structured surveys, or data already in hand. Which form depends on what the research question and method requires.

GROUNDING METHOD

Not every engagement begins with fresh fieldwork. Data arrives as primary collection from a chosen instrument, or as secondary data the client already holds — a scraped dataset, existing records, prior research. This step is not about choosing a method again; that decision was made in Read 03 — Method. It is about capturing what actually comes back accurately, and confirming what data type it really is, since reality does not always match the plan.

Grounded in: the primary/secondary data classification, a foundational and universal distinction across research methodology; **O'Neill's ethno-mimesis** (from ethnography + mimesis, meaning representation) for multimodal capture; **Stevens' Levels of Measurement (1946)** for confirming data type, which determines what analysis in Translate 05 — Analysis is actually valid.

This is the approach Resonance Lab defaults to. The right depth and technique for a given engagement — timeline, budget, and who the actual stakeholders are — is a scoping conversation, not a fixed requirement.

The Instruments — Data Collection

Four capture protocols, routed by data source. Every path ends the same way: confirming the actual data type against the vocabulary used throughout Translate.

1. Source Classification

→ [A4.1](#)

Is this data being collected fresh (primary), or does it already exist (secondary)? Log the answer before proceeding.

2. Multimodal Field Log

→ [A4.2](#)

For primary qualitative fieldwork — interviews, focus groups, observation. Verbal, non-verbal, and artifact data captured as equally weighted streams.

3. Structured Response Log

→ [A4.3](#)

For primary quantitative collection — survey and structured-instrument responses.

4. Digital & Trace Data Capture Protocol

→ [A4.4](#)

For primary digital collection — web scraping, social or platform data, other unobtrusive digital sources.

5. Secondary Data Intake Protocol

→ [A4.5](#)

For existing datasets, records, or prior research the client already holds. Provenance and licensing confirmed before use.

6. Confirmed Data Type

→ [A4.6](#)

Regardless of path taken, tag what was actually received: Qualitative/Text, Nominal, Ordinal, Interval/Ratio, Geospatial, or Network.

This toolkit is one of nine. Full walkthrough: labresonance.com/method

A4.1 — Source Classification

BEFORE YOU START

What this is: The foundational primary/secondary data classification — a universal distinction across research methodology, not specific to this Score.

When to use it: First, before choosing which capture protocol below applies.

How to use it: This single distinction — primary or secondary — determines everything downstream, including which analysis in Translate 05 — Analysis is even valid.

Complete before choosing a capture protocol.

☐ **Primary — data collected fresh, specifically for this engagement**

☐ **Secondary — data that already existed before this engagement began**

☐ **If Primary, which instrument from Read 03 — Method is being run**

A4.2 — Multimodal Field Log

BEFORE YOU START

What this is: Grounded in **ethno-mimesis (O'Neill)** — a term combining ethnography and mimesis, meaning representation — the practice of treating verbal, non-verbal, and artifact data as equally weighted streams, not one primary source and two supplements.

When to use it: For primary qualitative fieldwork — interviews, focus groups, observation.

How to use it: Log all three columns in real time, not just the verbal one — the non-verbal and artifact columns are where ethno-mimesis's actual contribution shows up.

Verbal, non-verbal, and artifact data captured as equally weighted streams.

TIME	VERBAL (SAID)	NON-VERBAL (OBSERVED)	ARTIFACT (MADE, PHOTOGRAPHED, COLLECTED)

A4.3 — Structured Response Log

BEFORE YOU START

What this is: A response-tracking log for primary quantitative collection — survey and structured-instrument responses.

When to use it: Whenever A3.8 or A3.9's survey instruments are actually in the field.

How to use it: Flag data-quality issues as they happen, not after fielding closes — a pattern of incomplete responses is far easier to fix mid-collection than after.

Track response completion and flag anything affecting data quality.

RESPONSE ID	DATE / TIME	COMPLETION STATUS	DATA QUALITY NOTES

A4.4 — Digital & Trace Data Capture Protocol

BEFORE YOU START

What this is: A documentation protocol for unobtrusive digital collection — web scraping, platform data, social data.

When to use it: For any primary digital collection where no direct human contact occurs.

How to use it: Document scope and terms of use before collection begins, not retroactively — this record is what makes the resulting data defensible later.

For web scraping, platform data, or other unobtrusive digital sources.

☐ **Source, platform, and date range of collection**

☐ **Terms of service and data use rights confirmed**

☐ **Personally identifying information present, and how it will be handled**

A4.5 — Secondary Data Intake Protocol

BEFORE YOU START

What this is: A provenance-verification protocol for existing datasets, records, or prior research the client already holds.

When to use it: Whenever A4.1 was answered "Secondary."

How to use it: Confirm provenance — where the data actually came from, and under what terms — before treating it as usable, not after analysis has already begun.

Confirm provenance before treating existing data as usable.

☐ **Original source and collection date**

☐ **Licensing or consent terms covering this new use**

☐ **Known limitations or gaps in the existing data**

A4.6 — Confirmed Data Type

BEFORE YOU START

What this is: The final checkpoint of Data Collection — confirming what data type actually came back, regardless of which path above was taken.

When to use it: Last, once collection is complete.

How to use it: This confirmed tag, not the original plan, is what gates which analysis in Translate 05 — Analysis is valid — grounded in Stevens' Levels of Measurement.

Source: [Grad Coach – Nominal, Ordinal, Interval & Ratio Explained Simply](#)

Tag what was actually received.

☐ **Qualitative / Text**

☐ **Nominal**

☐ **Ordinal**

☐ **Interval / Ratio**

☐ **Geospatial**

☐ **Network**

Glossary

The physics, and what it means in practice. Every linked term across this document points here.

PHYSICS	PRACTICE
Medium What a wave travels through	Medium A community, organization, or society — already has its own rhythms and ways of organizing
Wave A disturbance that transfers energy through a medium	Wave Any program, policy, or strategy entering a community, organization, or society
Frequency (f) Number of wave cycles per second (Hz)	Community Frequency The rate at which a community, organization, or society repeats its core rhythms Measured by: participation rates, cultural retention indicators where participatory; usage or administrative records where not.
Frequency (f) Number of wave cycles per second (Hz)	Intervention Frequency The rate at which an introduced program, policy, or strategy repeats its own rhythm Measured by: program schedule and cadence; funding or renewal cycles.
Wavelength (λ) Distance of one full wave cycle (m)	Community Wavelength The reach of one full cultural cycle across people, geography, and generations Measured by: cultural spread, intergenerational transmission where participatory; demographic or geospatial distribution where not.
Velocity ($v = f\lambda$) How fast a wave's energy moves through the medium	Community Velocity How fast meaning and knowledge move through a community's own networks Measured by: response time to cultural events where participatory; network density or digital logs where not.
Amplitude (A) The energy or intensity of the driving force	Amplitude The intensity of resources actually committed to an intervention Measured by: dollars committed, people reached, frequency and duration of contact. <i>High amplitude with the wrong frequency is loud dissonance, not resonance.</i>

Glossary (continued)

PHYSICS	PRACTICE
f_community = f_intervention When frequency of wave matches frequency of medium	Resonance When the frequency of an intervention matches the natural frequency of a community Measured by: uptake, sustained engagement, trust where participatory; adoption or usage metrics where not. <i>If the community resonates with and amplifies the intervention, social transformation can take shape.</i>
f_beat = f_c - f_i When frequency of wave does not match frequency of medium — audible beating	Dissonance The gap between the frequency of a community and whatever is currently acting on it Measured by: drop-off and pushback where participatory; divergence in statistical or geospatial measurements where not.
A' > A at resonance Growth in a driven system's own response amplitude, greatest at resonance	Amplification What a community does with an intervention, if it resonates — carrying it further than what was put in Measured by: continued use after the engagement ends; adoption or replication beyond original delivery. <i>This is the mechanism behind social transformation — not the resources committed, but what the community does with them.</i>

Bibliography

Sources cited in the Data Collection Toolkit.

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[O'Neill — Ethno-Mimesis](#)

the cycle continues –

RESONANCE LAB

The Resonance Method – Data Collection Toolkit

Extracted from The Score – 2026

Grounded in the primary/secondary data classification, a foundational and universal distinction across research methodology; O'Neill's ethno-mimesis (from ethnography + mimesis, meaning representation) for multimodal capture; Stevens' Levels of Measurement (1946) for confirming data type, which determines what analysis in Translate 05 – Analysis is actually valid.

Full sources: Bibliography, previous page. Term definitions: Glossary.

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