

Data leads a life of its own quite independent of datum, of which it was originally the plural. It occurs in two constructions: as a plural noun (like earnings), taking a plural verb and plural modifiers (such as these, many, a few) but not cardinal numbers, and serving as a referent for plural pronouns (such as they, them); and as an abstract mass noun (like information), taking a singular verb and singular modifiers (such as this, much, little), and being referred to by a singular pronoun (it). Both constructions are standard. The plural construction is more common in print, evidently because the house style of several publishers mandates it.

Reference

[Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches](#)

[Research Design: Qualitative, Quantitative, and Mixed Methods Approaches](#)