

Survey research method

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ABSTRACT

Social science methodology largely depends upon survey methods in its research endeavor as it has the advantage of to have a great deal of information from a larger population. It can also be adapted to obtain personal and social facts, beliefs and attitudes. It is also said that survey research method is an inappropriate tool for the study of multitude. Survey research method is a descriptive research used for the collection of data from the representative sample of the target population.

This paper deals with the concept, phases, key characteristics, advantages and disadvantages of survey research. Methodology of survey research, right from the statement of problems to writing report, has also been elaborated in great detail in this paper. Emphasis has also been laid on different methods viz: interview, questionnaire, panel survey, observation and telephone interview used for data collection in survey research. A serious thought has been given to the merits and demerits of each of the methods used for data collection in survey research.

The word 'survey', as per Merriam Webster Dictionary is derived from Anglo-French word 'surveer' which means to look over. Further, according to the dictionary, survey means (a) to examine as to condition, situation, or value—appraise; (b) to query (someone) in order to collect data for the analysis of some aspect of a group or area; (c) to determine and delineate the form, extent, and position of (as a tract of land) by taking linear and angular measurements and by applying the principles of geometry and trigonometry; (d) to view or consider comprehensively; and (e) to inspect, scrutinize. Herbert Mc. Closky (1969) defined a survey "as any procedure in which data

are systematically collected from a population or a sample thereof through some form of direct solicitation, such as face to face interviews, telephone interviews or mail ques sonnaires". Survey research is also defined as a method of descriptive research used for collecting primary data based on verbal or written communication with a representative sample of individuals or respondents from the target population.

Kerlinger (1973) considered survey research as social scientific research and focuses on people, the vital facts of people, and their beliefs, opinions, attitudes, motivations and behaviour. It has been further clarified by Parten (1950) that the social scientific nature of the survey research is revealed by the nature of its variables which can be classified as sociological facts, opinions and attitudes. Sociological facts are attributes of individuals that spring from their membership in social groups : sex, income, political and religious affiliation, socio-economic status, education, age, living expenses, occupation, race, and so on. The second type of variable is psychological and includes opinions and attitudes, on the one hand, and behaviour, on the other. The survey researcher is not interested primarily in the sociological variable as

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Table of Contents Sample Survey Based Research Paper

1. Understanding the eBook Sample Survey Based Research Paper
 - The Rise of Digital Reading Sample Survey Based Research Paper
 - Advantages of eBooks Over Traditional Books
2. Identifying Sample Survey Based Research Paper
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sample Survey Based Research Paper
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sample Survey Based Research Paper
 - Personalized Recommendations
 - Sample Survey Based Research Paper User Reviews and Ratings
 - Sample Survey Based Research Paper and Bestseller Lists
5. Accessing Sample Survey Based Research Paper Free and Paid eBooks

- Sample Survey Based Research Paper Public Domain eBooks
 - Sample Survey Based Research Paper eBook Subscription Services
 - Sample Survey Based Research Paper Budget-Friendly Options
6. Navigating Sample Survey Based Research Paper eBook Formats
 - ePub, PDF, MOBI, and More
 - Sample Survey Based Research Paper Compatibility with Devices
 - Sample Survey Based Research Paper Enhanced eBook Features
 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sample Survey Based Research Paper
 - Highlighting and Note-Taking Sample Survey Based Research Paper
 - Interactive Elements Sample Survey Based Research Paper
 8. Staying Engaged with Sample Survey Based Research Paper
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sample Survey Based Research Paper
 9. Balancing eBooks and Physical Books Sample Survey Based Research Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sample Survey Based Research Paper
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Sample Survey Based Research Paper
 - Setting Reading Goals Sample Survey Based Research Paper
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Sample Survey Based Research Paper
 - Fact-Checking eBook Content of Sample Survey Based Research Paper
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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