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 problem 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 survey "as any procedure in which data

are systematically collected from a population or a sample thereof through some form or directs olicitation, such as face to face interviews, telephone interviews or mail questionnaires". 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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