

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 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 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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ECEG2012-Proceedings of the 12th European Conference on e-Government Mila Gasco,2012 *The Practice of Survey Research* Erin Ruel,William Edward Wagner, III,Brian Joseph Gillespie,2015-04-29 Unique in its integration of theory and application *The Practice of Survey Research* explains survey design implementation data analysis and continuing data management including how to effectively incorporate the latest technology e g SurveyMonkey and Qualtrics Data management and analysis are demonstrated and explained through statistical software including SPSS SAS and STATA In addition to helping students develop a complete understanding of survey research from start to finish authors Erin E Ruel William E Wagner III and Brian Joseph Gillespie also address the challenges and issues of specific disciplines **The National Home and Hospice Care Survey, ... Summary** ,1992 Detailed Diagnoses and Procedures, National Hospital Discharge Survey ,1991 **National Hospital Discharge Survey** ,1988 **Clinical Chemistry Profile Data for Hispanics, 1982-84** Matthew F. Najjar,Olivia Carter-Pokras,1992 *U.S. Government Research & Development Reports* ,1965 **The Human-Computer Interaction Handbook** Andrew Sears,Julie A. Jacko,2007-09-19 This second edition of *The Human Computer Interaction Handbook* provides an updated comprehensive overview of the most important research in the field including insights that are directly applicable throughout the process of developing effective interactive information technologies It features cutting edge advances to the scientific Technical Paper ,1929 **Survey Research Methods** Floyd J. Fowler,2002 Preface 1 Introduction Reasons for Surveys The Components of Surveys Purposes and Goals of This Text 2 Sampling The Sample Frame Selecting a One Stage Sample Multistage Sampling Making Estimates From Samples and Sampling Errors How Big Should a Sample Be Sampling Error as a Component of Total Survey Error Exercise 3 Nonresponse Implementing a Sample Design Calculating Response Rates Bias Associated With Nonresponse Reducing Nonresponse in Telephone or Personal Interview Surveys Reducing Nonresponse to Mail Surveys Reducing Nonresponse to Internet Surveys Multimode Data Collection Correcting for Nonresponse Nonprobability or Modified Probability Samples Nonresponse as a Source of Error Exercise 4 Methods of Data Collection Major Issues in Choosing a Strategy Summary Comparison of Methods Conclusion Exercise 5 Designing Questions to Be Good Measures Increasing the Reliability of Answers Avoiding Multiple Questions Types of Measures Types of Questions Increasing the Validity of Factual Reporting Increasing the Validity of Answers Describing Subjective States Question Design and Error Exercises 6 Evaluating Survey Questions and Instruments Defining Objectives Preliminary Question Design Steps Presurvey Evaluation Design Format and Layout of Survey Instruments Field Pretests Survey Instrument Length Conclusion Exercise 7 Survey Interviewing Overview of Interviewer Job Interviewer Recruitment and Selection Training Interviewers Supervision Survey Questions Interviewing Procedures Validation of Interviews The Role of Interviewing in Survey Error Exercise 8 Preparing Survey Data for Analysis Formatting a Data File Constructing a Code Approaches to Coding and Data Entry Data Cleaning Coding and Data Reduction as Sources of

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Designing and Conducting Survey Research Louis M. Rea, Richard A. Parker, 2012-06-19 Designing Conducting Survey Research third edition Since it was first published in 1992 Designing and Conducting Survey Research has become the standard reference in the field for public and nonprofit managers who are responsible for conducting effective and meaningful survey research This updated and expanded third edition builds on the first two volumes and contains additional statistical techniques new reporting methods that meet the growing demands for accountability and more user friendly analysis methods Designing and Conducting Survey Research is a complete practical guide to conducting sample survey research In a comprehensive manner it explains all major components of survey research including construction of the instrument administration of the process and analysis and reporting of results Clear concise and accessible this guide explains how to conduct a survey research project from start to finish Further it shows how this research method can be applied in such diverse fields as urban affairs social science and public administration Designing and Conducting Survey Research is an excellent tool that will help both professionals and students understand and explain the validity of sample survey research Praise for the Previous Edition of Designing Conducting Survey Research Clear thorough well written and eminently practical Takes you step by step through all you need to know to conduct a survey or evaluate one and provides a basic understanding of the theoretical basis of sampling The clarity of the book makes it a model for effective instruction and one that opens the road for those who must master the subject themselves Norton Long professor emeritus of political science University of Missouri St Louis A basic tool for conducting survey research projects that any researcher can understand and use Freed of confusing statistical theory yet comprehensive in approach with step by step details John B Sauvajot public management consultant and former deputy chief administrative officer San Diego County Demystifies the arcane world of pollsters and survey research Anyone who conducts surveys hires survey consultants reads reports or makes policy based on survey data will benefit from this book Robert J Waste Survey Research Center California State University Chico *Vital and Health Statistics. Series 22* ,1961 *Research Report* ,1985 **Price V. Philip Morris, Inc** ,2003

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