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MLIS Semester II
(Paper – 1)
Research Methods And Statistical Techniques
Topic – Survey Method

e-content

Survey method

A Survey is defined as a research method used for collecting data from a pre-defined group of respondents to gain information and insights on various topics of interest. Surveys have a variety of purposes and can be carried out in many ways depending on the methodology chosen and the objectives to be achieved.

Survey studies are usually used to find the fact by collecting the data directly from population or sample.

A means of gathering information by asking a set of questions to a sample of respondents who represent a population with specific characteristics.



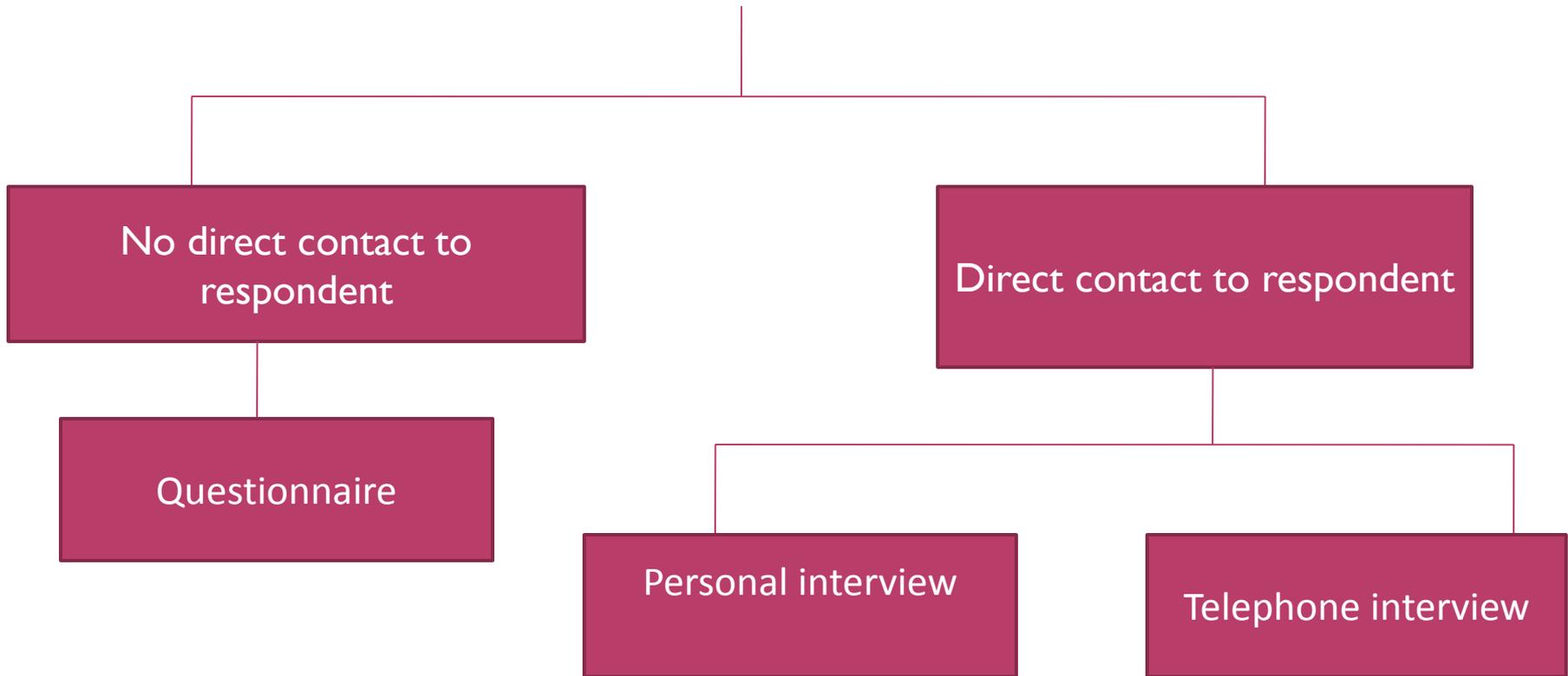
Types of Survey Method

Survey method can be broadly divided into three categories: -

- ▶ Personal interview
- ▶ Questionnaire Survey
- ▶ Telephone survey



Types of Survey Method



Personal interview

It is a one to one interaction between two people. One is an interviewer (who asks the questions) and the other one is the interviewee (or respondent, who answers the questions).

Success of any interview depends on three factors –

- ▶ Accessibility – in terms of information required from the respondent. He must be able to convey.
- ▶ Cognition – The respondent is able to understand what is required of him.
- ▶ Motivation – of the respondent to answer accurately.



Types of interview

Based on type of preparation we make before conducting the interview –

- ▶ Structured

Particular sequence

No flexibility (set pattern)

Interview schedule (preparing list of questions beforehand)

- ▶ Unstructured

No sequence

Flexibility in framing and order of questions

No Interview schedule



Combination of interview situations

- ▶ Individual to individual
- ▶ Individual to group
- ▶ Group to individual
- ▶ Group to group



Questionnaire Survey

It's one of the most simple, versatile and low cost self reporting method. It consist of pre-determined set of questions.

In other words, these are highly structured interviews. Questionnaire is used for collecting demographic info, attitudes, knowledge etc.

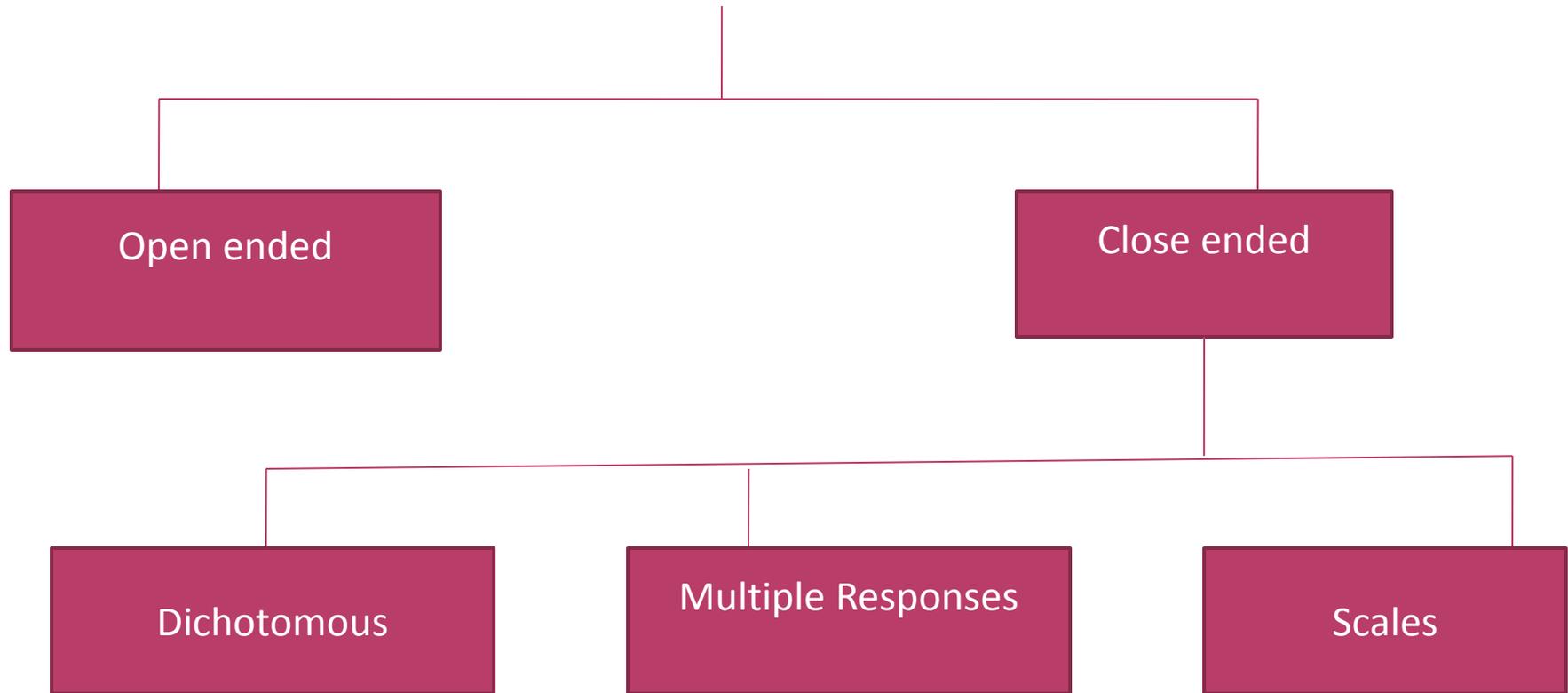
Types of questions used in a survey :-

- ❖ Open ended
- ❖ Close ended
- ❖ Rating method : from most preferred to the least.



Types of Questions

Question Content



Telephone survey

Telephone interview have the same structural characteristics as normal interviewing technique, except that it is conducted by telephone.

A survey conducted by telephone in which the questions are read to the respondents. E.g. TV programmes asking you to send your views through sms.

- ❖ It is less time consuming with moderate cost.
- ❖ It has higher response rate than personal interview.
- ❖ It has the risk of “Broken-off” interviews.



Important factors of survey method

Survey method depends upon three important factors :-

- ▶ Direct contact with the sample.
- ▶ Success of survey method depends upon the willingness and cooperativeness of the sample selected for study.
- ▶ Researcher must be a trained personnel.

Social intelligence.

Manipulative skill.

Research insight.



Advantages of Survey Method

- ▶ Surveys can be conducted faster and cheaper compared to other methods of primary data collection such as observation and experiments.
- ▶ Primary data gathered through surveys are relatively easy to analyse.
- ▶ High Representativeness - Surveys provide a high level of general capability in representing a large population. Due to the usual huge number of people who answers survey, the data being gathered possess a better description of the relative characteristics of the general population involved in the study.



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- ▶ Convenient Data Gathering - Surveys can be administered to the participants through a variety of ways. The questionnaires can simply be sent via e-mail or fax, or can be administered through the Internet.



Disadvantages of Survey Method

- ▶ In some cases, unwillingness or inability of respondents to provide information.
- ▶ Human bias of respondents, i.e. respondents providing inaccurate information.
- ▶ Differences in understanding: it is difficult to formulate questions in such a way that it will mean exactly same thing to each respondent.



Thank You

