



Survey Method: A Critical Study

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Abstract: Systematic study means research methodology. With the help of researcher finds the solution of the research problem. Objectives with respect to the particular method and to know the criteria from which different tools or techniques will be useful for solving a particular problem. In research methodology Historical, Experimental and Survey are included. In this article different types of surveys and their merits and demerits are included. Also, given good characteristics of survey.

Key Words: Survey, Questionnaire, Research

Surveys:

Survey research is defined as the collection of information from a sample of individuals through their responses to questions. This type of research allows for a variety of methods to recruit participants, collect data and utilize various methods of instrumentation.

1) Types of Survey Research:

On the basis of collection of information there are four types namely e mail questionnaire, panel techniques, personal interview, and survey with telephones

a) Personal Interview:

The information's related between them type of interview. The interview might that role to the respondent to give support for the giving the answer interviewer is interested only to collect the info information from the respondent which is giving information from many ways. There are three basic conditions for the interview will be successful. Therefore, the respondent must understand what type of information is required for the interview with reference to required information but however respondent does of the point which occurs and interview was to support the respondent in appropriate role to come back respondent on right track. Enter you must be co-operating with them. The lack of knowledge or motivation of respondent enter you should be try to give Apart from this it depends upon the interview your personality the interviewer cannot be thing that exacting information from the respondent.

b) E-Mail Questionnaire:

The important survey type Mail questionnaire is generally used in the survey methods for the social logical and educational research. From the name it gives the indications questionnaires with consisting different items design on the base of objectives are made to the respondent email ID with the request to return after giving answering with a stipulated time. This Mail questionnaire directly means for the respondent to obtain the information's with required time.

Advantages:

1. There are some advantages of the mail questionnaires which is less costly as compared to the interview
2. Mail questionnaire is avoided easily with different problems related to the interviews, so there are many sources for the interview's errors specially their personal bias as well as influence tends to lower reliability and validity of the questionnaire. So that will question automatically divide all these errors of interview
3. One there are some problems arising while conducting for contacting the respondent which year avoid in Mail question.

Disadvantages:

1. First the main disadvantage of mail questionnaire hour is the non-response. From the respondent generally responses from the mail questionnaire are very poor. Different researchers it shows that if we conduct five mails away from the government. So that there are two suggestions for the improvement in the response rate from the mail survey, first no embarrassing questions asked in the questionnaire
2. In the survey of mail questionnaire means it is then be sure that the correct person is answer the questions because some time it is notice – questionnaire responded by the persons is not usually happens in two different situations the first situation is questionnaire contains number of questions we do not reply respondent in the situations respondents are thinking in a wrong way that he does not meet the exact meaning of the question and therefore he passed the questions and remove it secondly one of the best respondent gives the little response to the questionnaire if they think the matter wheels will be little respond with related to them
3. Spontaneous answers are given in the response of mail questionnaire which are not correctly appropriate
4. Mail questionnaires is not provided the supplemental answers which will be very valuable background data for the collections the researcher cannot observe the expression of the respondent for the giving different types of questions response as well as their attitudes toward the survey of mail question
5. This is the due to lack of case in the mail question some disadvantages related to the mail questionnaires such that the combine interview for example questionnaires made and collected interview for the interview was personally to deliver the questions to each respondent then after completing that when interview collect the question as many problems arise due to ambiguity of

the questions are printed directions It is correct or not because interview can be considered more times and to take pains than the post one who are located in the respondent house are flat

c) Panel Techniques:

In the panel technique requires successive interview. The panel interview techniques having the following some advantages

1. Panel technique which is useful for researchers to find out the different factors
2. Particular sample for the interview was interviewed more than twice because more sensitive and accurate measurement of change from these two different samples of the particular sample are testing

There are some limitations of panel interview

1. Panel interview techniques which occur loss of sample during the study and last may be occur because of it contain sample natural increases the probability in the study
2. . Re- interview in sometime is sensitive in the particular sample which is individual refused

D) Telephonic Survey:

Telephonic survey method is rarely used in the research work because respondent is interviewed for the investigation. On the help of telephone this type of survey has advantages which are quick response from the respondent in the collection of information but there are several disadvantages in the telephonic survey method. In this situation telephone survey actually defeats the purpose of research.

2) Survey Methods- Merits and demerits:

Survey method is most popular in research because of their scientific behaviors. There are some advantages of this method as follows

1. Survey method has been a wide scope means survey research is a great deal for the collecting information's from the larger populations. The survey research is a very much costly for conducting the field experiment or laboratory experiment but quality and amount of information collected from the survey research is very good and it is economical method for the research work
2. Survey method is accurate the accuracy from the drawn information's from the community with their values beliefs and attitudes
3. Survey method is frequently used almost in all social sciences and this method is interdisciplinary values so that researchers give raw materials with a large number of populations
4. Survey method is considered very indispensable because of its important tools for the social attitudes values beliefs and so on with the maximum accuracy at the economical rate

3) Characteristics of a good survey:

1. first the technique used for good questioning
2. Complete sentence use
3. Options are given limited in the questions

4. Interesting in nature
5. Formation of word without ambiguity
6. The option I do not know carefully in the questionnaire.

4) Steps in the Survey Study:

A) Planning:

Planning universal for the determination of population is to be studied and the topic is to be investigated. In this step researcher can also decide their research methods

B) Sampling:

Sampling means the selection procedures hoe to select it from the population related to the researchers work.

C) Collection of data with tools:

Collection of data with the help of different types of tools used in the research work such as telephonic interviews is to be used.

D) Executing:

Executing the survey means pretesting in the pilot study to determine whether it is reliable and valid for the further research then we will obtain desired data training for the user of instrument such as interviews or distribution of questionnaire to the respondent

E) Processing:

Processing of the survey research means coding of the, processing of data with the help of computer to the data, interpreter in the result and findings of the reporting.

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