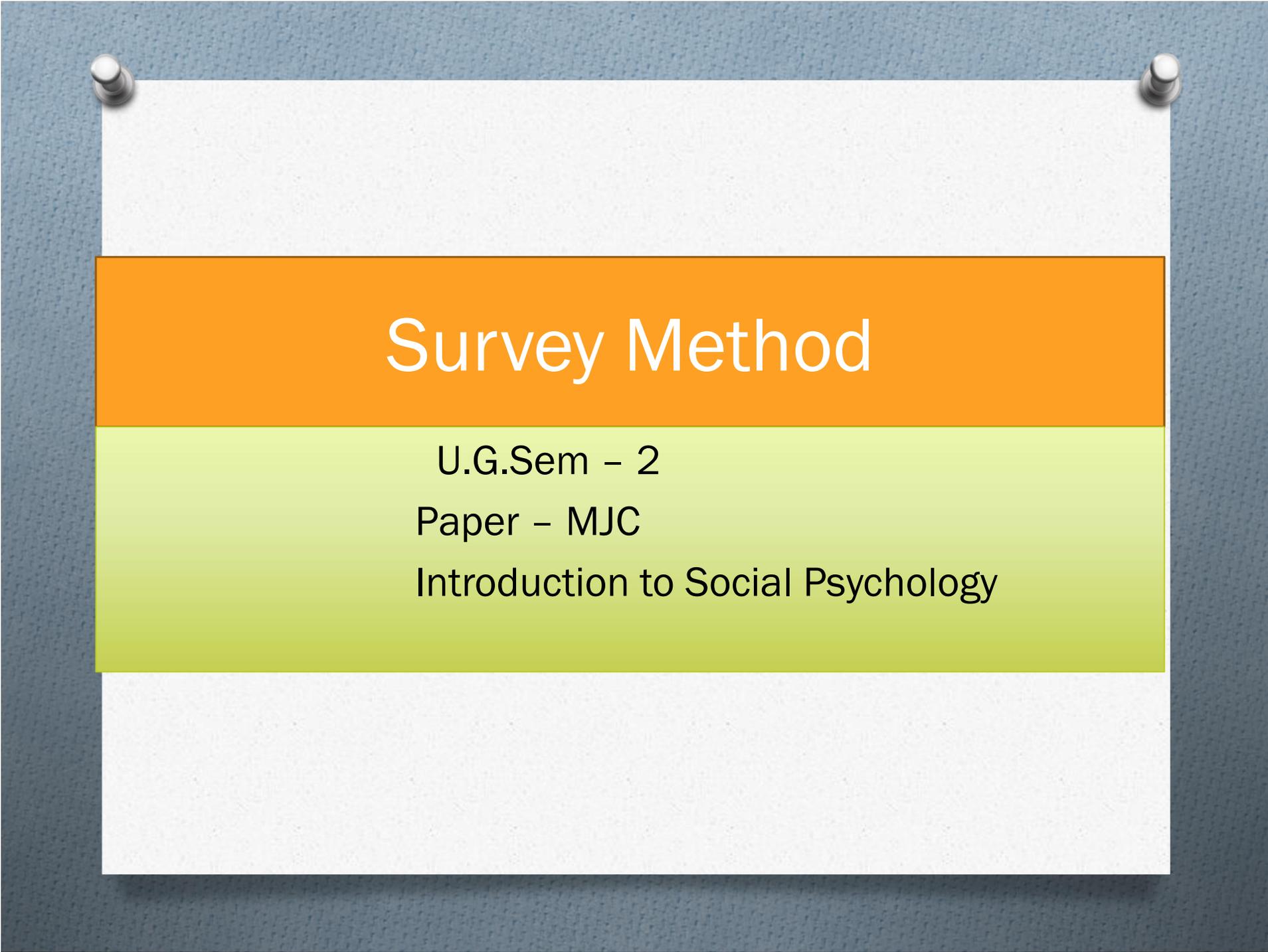


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Survey Method

U.G.Sem - 2

Paper - MJC

Introduction to Social Psychology

Survey method

- o The Survey as a method is one of the most common forms of research methods for collection of primary data from the field. It is a quantitative method and aims to gather data from many respondents to describe the frequency of an event and to generalize results from a smaller sample to larger population depending upon the nature and objectives of a study.

Cont...

- o A survey is a data collection tool used to gather information about individuals. Surveys are commonly used in psychology research to collect self-report data from study participants

Cont....

- According to Wiseman & Aron (1970), a survey is a “method for collecting and analyzing social data via highly structured and often very detailed interviews and questionnaires in order to obtain information from large numbers of respondents presumed to be representative of a specific population.”

Different types

- o Online Surveys.
- o Chat Surveys.
- o Face-to-Face Surveys.
- o Focus Groups.
- o Panel Sampling.
- o Phone Surveys.
- o Mail Surveys

Merits

Surveys in psychology are vital because they allow researchers to:

Understand the experiences, opinions, and behaviors of the participants

Evaluate respondent attitudes and beliefs

Look at the risk factors in a sample

Assess individual differences

Evaluate the success of interventions or preventative programs

Cont...

- One of the big benefits of using surveys in psychological research is that they allow researchers to gather a large quantity of data relatively quickly and cheaply.

Demerits

- o **Inflexible Design**
- o The survey that was used by the researcher from the very beginning, as well as the method of administering it, cannot be changed all throughout the process of data gathering. Although this inflexibility can be viewed as a weakness of the survey method, this can also be a strength considering the fact that preciseness and fairness can both be exercised in the study.

Cont...

- Not Ideal for Controversial Issues
- Questions that bear controversies may not be precisely answered by the participants because of the probably difficulty of recalling the information related to them. The truth behind these controversies may not be revealed as accurately as when using alternative data gathering methods .

Cont...

- o Possible Inappropriateness of Questions
- o Questions in surveys are always standardized before administering them to the subjects. The researcher is therefore forced to create questions that are general enough to accommodate the general population. However, these general questions may not be as appropriate for all the participants as they should be.