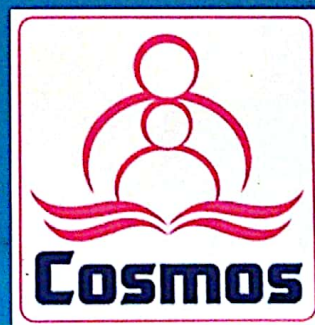
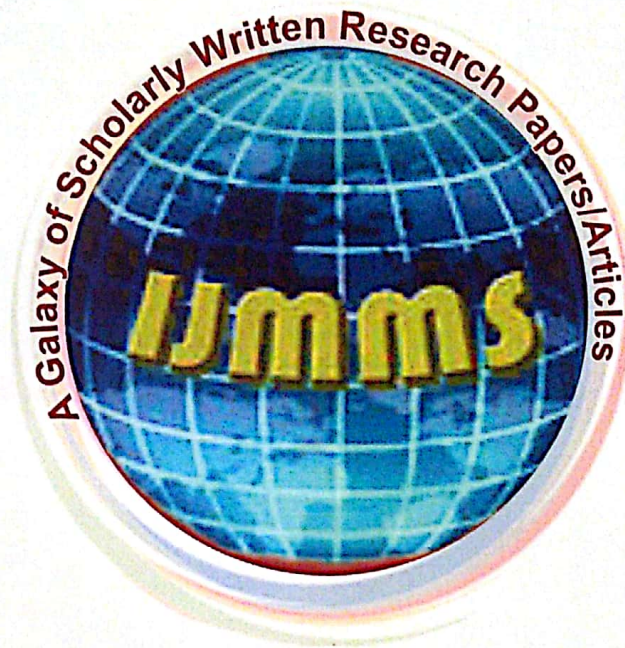


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Use of Surveys in Research

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Introduction: The graph of human development since ancient times to the date, is continuously going upward and it is influenced by the ideas, theories, and the concepts that have been implemented in that period. Human have developed remedies through various ways to overcome the problems associated with their development. Innovative, unfamiliar and unknown objects have been searched by the human being through their curiosity. The tradition of acquiring maximum knowledge by acquiring a curious perspective is always in the process of learning. To make the life more simplified and advanced, human being is continuously working and searching the new and potential ideas. Research is mostly focused on surveying the problems associated with the human development, collecting the information related to the subject, implementing the variety of methods to solve the problems and its feasible outcome to society.

Like natural science, research has been extensively done in the social sciences. Although there are some limitations in the social sciences compared to natural sciences, sociological researchers have discovered the accuracy of research by producing various methods, techniques and tools. The scientific method, as applied to social sciences, includes a variety of research approaches, tools, and techniques, such as qualitative and quantitative data, statistical analysis, experiments, field surveys, case research, and so forth. A survey is a data collection tool used to gather information about individuals. Survey is commonly used in research to collect self-report data from study participants. A survey may focus on factual information about individuals, or it might aim to obtain the opinions of the survey takers.

Meaning and Nature of Survey: According to P.V.Young, "In general social surveys are concerned with (1) The formulation of a constructive programme of social reform and (2) Amelioration of current of immediate conditions of a social pathological nature, which have definite geographic limits and definite social implications and social significance, (3) These conditions can be measured and compared with situations which can be accepted as a model."

Social surveys are done by getting information about specific sections of society. The information related to the study topic you have selected is done through a survey. A survey is used in the research that is being done to solve problems related to caste, religion, clan, community, village, city, family and other factors in different sections of society. The survey provides detailed information about the interrelationship of people in the community, questions related to them, the nature of the social change, the direction and the motion, and solving the various problems, related topics related to conceptual maturity and other matters. Information about things related to overall human life can be obtained. Various types of questions, the intensity of that question, and the suggestion of the solution can be achieve through a social survey.

Survey studies are usually used to find the fact by collecting the data directly from population or sample. It is the most commonly used descriptive method in educational researches. The researcher collects the data to describe the nature of existing condition or look forward the standards against existing condition or determine the relationships that exists between specific events. Many a time survey study intends to understand and explain the phenomena in a natural setting or provide information to government / other organization or compare different demographic groups or see the cause and effect relationship to make predictions. For this it requires responses directly from respondents of large population in general. The kind of information requires decides the coverage of geographical area for data collection and whether it is a extensive or intensive one. Extensive survey carried out when researcher want to make generalization, whereas intensive survey is done for making estimation. Survey researches demands various tools to collect the data from samples. They are ranging from observation, interview to questionnaire. So the kind of survey study needed for any study is based on its purpose, nature of data and population and sample of the study.

Types of Surveys: Surveys are classified into various types according to the subject matter technique of data collection and regularity of their conductions.

General Survey Vs Specific Survey, Census Survey Vs Sample Survey, Regular Survey Vs Ad hoc Survey, Preliminary Survey Vs Final Survey, Longitudinal Survey, Cross – Sectional Survey, Comparative Survey, Evaluative Survey, Documentary Survey

Objectives of Survey: Research objectives consist of general descriptions describing the types and categories of information the researcher wants to obtain from the survey; from what target population; and an explanation of possible comparisons. Throughout the survey project plan, the main objectives inform and steer the research team in the right direction. Three objectives of primarily a social survey can be explained.

1. To take systematic information about a particular aspect of society: -
The main objectives of this survey are to collect scientific information by the concerned researchers of particular community. Information about that topic should be obtained using the correct method from the survey. Use of that information is useful to other organizations.

2. To understand the nature of social problems: -
The second important objective is to understand the nature of social problems. A global survey so far shows that a survey has been conducted to understand the nature of the various questions. The social survey is used to find out the reasons for the incident. This is a detailed explanation of a particular topic. Surveys are important for useful research.

3. Investigation and innovative research on social theory: -
The third important objective of a social survey is Investigation and innovative research on social theory. Social theory has been examined several times by the survey. Social studies have to be done through theoretical perspective.

Aim of the survey: Surveys are done through various aims. Collecting data from the survey for the perfect structure of the problem statement fixed by the researchers. The problem is studied; the survey is used to find causality. The survey is done through various purposes. Problems are studied; Surveys are used to find causality. There are surveys conducted for reconsideration of

social theories, for social problems and for social improvement, the creation of concepts and examinations etc.

Advantages and disadvantages of survey method

Advantages

1. It gives the opportunity to researcher to see the reality more closely, inference is not based on theory or dogma but it is based on facts.
2. It leads greater objectivity.
3. It helps to know the social situation.
4. The important aspect of survey study is its versatility. It is the only practical way to collect many types of information from individuals, such as personal characteristics, socio-economic data, attitudes, opinions, experiences and expectations.

Disadvantages

1. It requires training for those who collect information, which demands more financial source.
2. It is time consuming process, if the universe is large.
3. Its reliability and validity is based on the honesty and efficiency of the survey workers.
4. As data is collected from primary sources, the feasibility is depends upon the Willingness and cooperation of the respondents.

Conclusion: When research is done by social researchers, the researcher has to be used by various methods, from the selection of a problem to writing a report. The survey is an important method of identifying and collecting data for social research as well as other observation, historical and comparative methods. Surveys are important for finding social facts. Data are collected by inspection. Using that collected data, the researcher goes to the final conclusion.

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