

SURVEY RESEARCH METHOD

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- Survey Research is defined as the process of conducting research using surveys that are sent to survey respondents . The data collected from surveys is then statistically analyzed to draw meaningful research conclusions.
- Survey research methods can be derived on the basis of two critical factors: Survey research tool and time involved for conducting research.
- There are three main survey research methods, divided based on the medium of conducting survey research.



- **Online/ Email**-Online survey research is one of the most popular survey research methods in this day and age. The cost involved in online survey research is extremely minimal and the responses gathered are highly accurate but the only drawback of this survey research method is that the response rates are lower compared to the other mediums.
- **Phone**-Survey research conducted over phone can be useful in collecting data from a larger section of the target population but there are chances that the money invested in phone surveys will be higher than other mediums and also that the time required will be higher.



- **Face-to-face-** In situations where there is a complicated problem to solve, face-to-face survey research can be conducted. The response rate of this method is the highest but it can be extremely expensive.
- Further, on the basis of the time taken, survey research can be classified into two methods:



- **Longitudinal Survey Research:** involves conducting survey research over a continuum of time, which may be spread across years and decades. The data collected using this survey research method from one time period to another, is qualitative or qualitative in nature. Respondent behavior, preferences, attitudes are observed constantly over time to analyze reasons for change in behavior or preferences. For example, if a researcher intends to learn about eating habits of teenagers, he/she will follow a sample of teenagers over a considerable period of time to ensure that the collected information is reliable. Longitudinal survey research is often followed by cross-sectional survey research.



- **Cross-sectional Survey Research:** is conducted to collect insights from a target audience at a particular time interval. This survey research method is implemented in various sectors such as retail, education, healthcare, SME businesses etc. Cross-sectional survey research can either be descriptive or analytical in nature. This survey research method is quick and helps researchers collected information in a brief time span. Researchers rely on cross-sectional survey research method in situations where descriptive analysis of a subject is required.



- Process of implementing survey research methods:
- **Decide survey questions:** Brainstorm and put together effective [survey questions](#) which are grammatically and logically appropriate. This can be done by understanding the objective and expected outcomes of the survey. There are many surveys where details of responses are not as important as gaining insights about what customers prefer from the provided options. In such situations, a researcher can include multiple choice questions or [closed-ended questions](#). Whereas, if details about certain questions are to be obtained, researchers can include open-ended questions.
- Ideally, the surveys should include a clever balance of open-ended and closed-ended questions. Use survey questions like [Likert Scale](#), [Semantic Scale](#), [Net Promoter Score](#) question etc. to avoid fence-sitting.



Thank you