

Research Methodology

- **Survey**

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- A survey is a way to collect information directly from people in a systematic, standardized way. Surveys use questionnaires that ask the same question in the same way to all respondents.

- **OR**

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- A survey is a research technique, which is used to gather information from a sample of respondents by employing a questionnaire.

Surveys are normally carried out to obtain primary data “Primary data are the data that are gathered first hand to answer the research question being investigated •

- Surveys are one of the most popular ways to collect information
- An email or online survey is better than the old mail or telephone survey
- Careful planning is necessary
- Advance notice to potential respondents helps increase response rate
- A low response rate increases the likelihood of biased

results

Check your answers



- A survey is always appropriate - NO
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- Surveys are one of the most popular ways to collect information - YES
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- An email or online survey is better than the old mail or telephone surveys – NO, not necessarily
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- Careful planning is necessary - YES
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- Advance notice to potential respondents helps increase response rate - YES
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- A low response rate increases the likelihood of biased results - YES