

A photograph of a rural village scene. In the center is a white, single-story house with a red-tiled roof. A smaller structure with a corrugated metal roof is attached to the front. A dog is visible on the left, and two people are sitting on a log in the foreground. The background shows lush greenery and a view of a valley.

**Primary Data Collection**  
**22.10.2014**

# Primary Data Collection Strategies

Survey Method

Case Study Method

Experiment Method

# What is a Social Survey

“systematic collection of facts about people living in a specific geographic, cultural, or administrative area”.

*Sociological Dictionary*

# Nature of Social surveys

**Quantitative approach** is more popular in social surveys, particularly in the Applied research. Questionnaires used in such surveys, take a structured form. Whereas **qualitative variant** of social surveys are adopted much in academic research. Semi-structured or unstructured questionnaires are prominent in such research.

This lecture will focus on quantitative surveys

# Types of Surveys

Main tool used in social surveys to collect data is questionnaire. Based on their nature of administration several types of surveys are identified:

- Surveys based on face to face interviews
- Postal Surveys
- Telephone Surveys
- Online Surveys (social media or any other)

# Suitability to Developing Countries

Type	Entire Country	Urban Areas	Segment of Social groups
Quest. Survey (Face to face interviews)	√	√	√
Postal Surveys			√
Telephone Surveys			√
Online Surveys			√

# Steps of a Social Survey

The social survey method has the ultimate goal of seeking social facts:

- Enunciating the object or purpose of the survey;
- Definition of the problem under study;
- Delimitation of the area or scope of study;
- Examination of the available evidences or sources relating to the problem;
- **Preparation of questionnaire schedule;**
- Preparation of the analytical plan
- **Field work to collect data;**
- Arrangement, tabulation and statistical analysis of the data; interpretation of results; deduction and graphic expression

# Successful Survey

Social surveys provide a rich information of society based on individual cases. However, success of the survey depends largely on:

- How questionnaire is made? Formulate it based on the objectives of the survey and taken into account the field level constraints
- How sample is selected? Selection of a representative sample
- How questionnaire is administered? Though it appears to be simple, this is a hard work which take a considerable time and effort.



# Possible Errors in Survey Research

- Sampling Error
- Non-sampling error
  - Response error
  - Non- response error

# Good sources to learn about how to construct questionnaires for developing countries

Paul Glewwe -An overview of questionnaire design for household surveys in developing Countries

UNESCO (1963) Opinion Surveys in Developing Countries

# Tools used in Social Surveys to Collect Data

- Questionnaire
- Question Guides

# Questionnaire types

- Structured questionnaires
- Unstructured questionnaires (open ended questionnaire)
- Semi-structured questionnaires

# Some Guidelines to Construct a Questionnaire:

- 1. Research Objectives have to be converted to survey objectives and finally to questions:**
  - Can all research objectives transferred in to survey objectives?
  - Should some of them drop in order to keep the questionnaire neat and short ?
  - Should additional information like general information collect?

***( Think moving forward and backward through objectives and questions)***

# Structure of the Questionnaire

- Make it as modules, containing different segment for different components (General Information, Education, Employment, Housing)
- Group similar modules which can be answered at a single a stretch by a single person.(expenditure on food children wife can answer more comfortably)

***Researcher may need to be familiar to the culture of the area to do this***

Box 1: To work as above, a good understanding of the society is essential

“Where we are concerned with cultures that are as varied and as widely differentiated as is the case in the underdeveloped countries, it is clear that no research can be undertaken with any chance of success unless there is previous knowledge of the people of those countries”.

UNESCO 1963. p.8

# Possible Question Styles

- Filtering questions
- Open questions
- Closed questions
- Rank questions



# Inappropriate Questions

- Not to have any sensitive questions. Particularly questions in the first module requires to be easy)
- Double barrel questions
- Questions indicating habitual behavior
- Leading loaded questions

# Some strategies to enhance the quality

- Cording may reduce the efforts for writing
- Include skip cords where necessary
- Probe question
- Conducting of a pilot survey

# Pilot Survey

Pilot survey provides an opportunity to researcher to pretest the questionnaire designed. As a matter of practical fact about 20 questionnaires get completed. If they are free from problems, they can be printed or otherwise they have to be corrected. Following design aspects of the questionnaire can be checked by this

- Question design and format
- Questionnaires length
- Questionnaire output
- Classification questions
- Serialization and other information

*(Parfitt, 1997)*

For Next Week Discussion 29.10.2014  
Deadline- 28.10.2014

1. Write three objectives for the research topic that you have selected
2. Prepare a questionnaire to collect data (three page)