

# Social Psychology

Paper V

B.A. III (Hons.)

(... continued)

## METHODS OR TOOLS OF SURVEY

### 1) PERSONAL INTERVIEW

- It is a one to one interaction between two people. One is an INTERVIEWER (who asks the questions) and the other one is the INTERVIEWEE (or respondent, who answers the questions).
- Success of any interview depends on three factors –
  1. Accessibility in terms of information required from the respondent. She/he must be able to convey.
  2. Cognition – The respondent is able to understand what is required of him.
  3. Motivation of the respondent to answer accurately.

#### Types of interview

1. Structured
2. Un-structured

#### Difference between Structured and Unstructured Interview

- **Structured:** Particular Sequence • No Flexibility. Set pattern. • Interview Schedule – preparing list of questions beforehand. • Close ended questions – Answers specified
- **Unstructured:** No Sequence • Flexibility in framing and order of questions. • NO interview Schedule • Open – Ended Questions

#### COMBINATIONS OF INTERVIEW SITUATIONS

- (i) Individual to Individual

- (ii) Individual to group
- (iii) Group to individuals
- (iv) Group to group

## **2) QUESTIONNAIRE**

- It's one of the most simple, versatile and low cost self reporting method.
- Consists of pre-determined set of questions
- In other words, these are HIGHLY STRUCTURED INTERVIEWS.
- Questionnaire is used for collecting demographic info, attitudes, knowledge etc.
- Types of questions used in a survey :
  - (i) Open Ended: E.g. What is friendship to you?
  - (ii) Close Ended: E.g. Friendship is a) Love b)Family
  - (iii) Rating method: From most preferred to the least.

## **3) TELEPHONE SURVEY**

- E.g., TV Programmes asking you to send your views through sms.
- ADVANTAGES: Time saving.
- DISADVANTAGES: Reluctance, Uncooperativeness, Superficial Answers

## **4) PANEL SURVEY**

- Successive interview of the same sample.
- Purpose is wide and expensive.
- ADVANTAGE:
  - i) Helps the investigator to know the various factors leading to the change
  - ii) More Accuracy and consistency.
- DISADVANTAGE:
  - i) Loss of sample: Urgent work, Death, Relocation, Migration.
  - ii) Social Desirability.

## **ADVANTAGES OF SURVEY METHOD**

- 1) Relatively easy to administer
- 2) Can be developed in less time (compared to other data-collection methods)
- 3) Cost-effective, but cost depends on survey mode
- 4) Can be administered remotely via online, mobile devices, mail, email, kiosk, or telephone.
- 5) Conducted remotely can reduce or prevent geographical dependence
- 6) Capable of collecting data from a large number of respondents
- 7) Numerous questions can be asked about a subject, giving extensive flexibility in data analysis
- 8) With survey software, advanced statistical techniques can be utilized to analyze survey data to determine validity, reliability, and statistical significance, including the ability to analyze multiple variables
- 9) A broad range of data can be collected (e.g., attitudes, opinions, beliefs, values, behaviour, factual).
- 10) Standardized surveys are relatively free from several types of errors

## **DISADVANTAGES OF SURVEY METHOD**

The reliability of survey data may depend on the following factors:

- 1) Respondents may not feel encouraged to provide accurate, honest answers
- 2) Respondents may not feel comfortable providing answers that present themselves in a unfavourable manner.
- 3) Respondents may not be fully aware of their reasons for any given answer because of lack of memory on the subject, or even boredom.
- 4) Surveys with closed-ended questions may have a lower validity rate than other question types.

- 5) Data errors due to question non-responses may exist. The number of respondents who choose to respond to a survey question may be different from those who chose not to respond, thus creating bias.
- 6) Survey question answer options could lead to unclear data because certain answer options may be interpreted differently by respondents. For example, the answer option “somewhat agree” may represent different things to different subjects, and have its own meaning to each individual respondent. ‘Yes’ or ‘no’ answer options can also be problematic. Respondents may answer “no” if the option “only once” is not available.
- 7) Customized surveys can run the risk of containing certain types of errors

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