

Understanding Surveys in Quantitative Research

An Overview of Surveys for Data Collection

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Quantitative Data Collection Methods

- Definition: Quantitative methods involve gathering numerical data to analyse trends, measure variables, and make predictions.
- Purpose: Provides statistical insights, supporting objective and data-driven decision-making.
- Common Methods: Surveys, experiments, and observational studies, each enabling structured and replicable research.

Introduction to Surveys

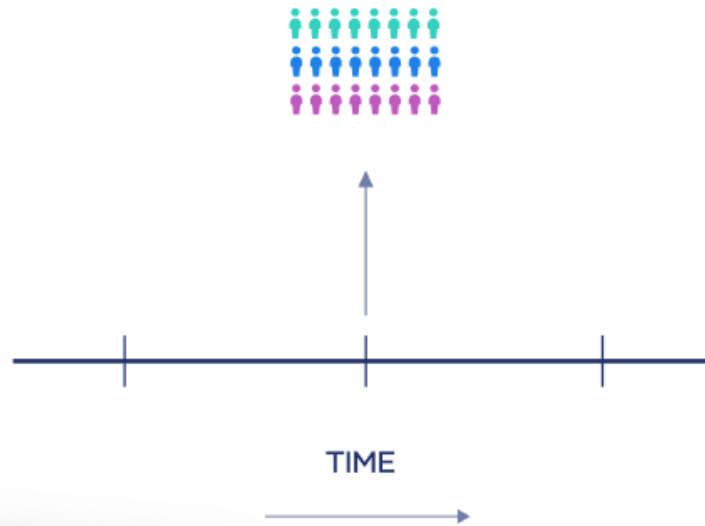
- • Surveys are structured questionnaires for quantitative data.
- • Used to gather data on opinions, behaviours, demographics.
- • Purpose: Draw insights from a sample for population generalization.

Detailed Application of Surveys

- • Types of Surveys: Cross-sectional, Longitudinal
- • Delivery Methods: Online, face-to-face, phone(Google Forms), mail, Social Media

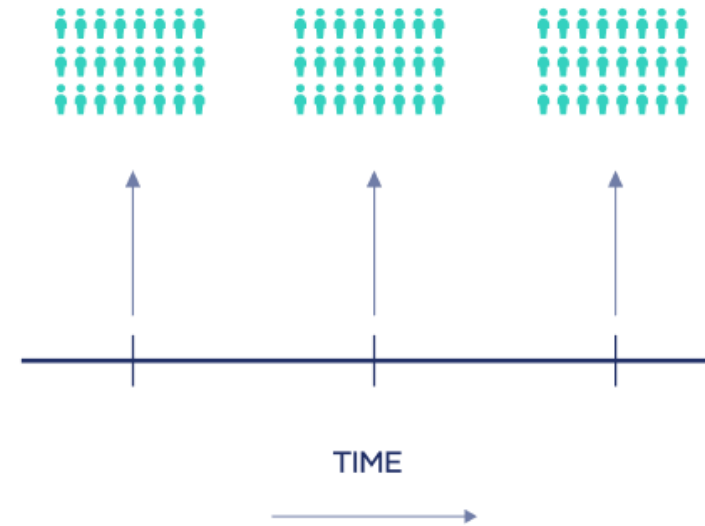
Cross-sectional study

Data collected at one point in time

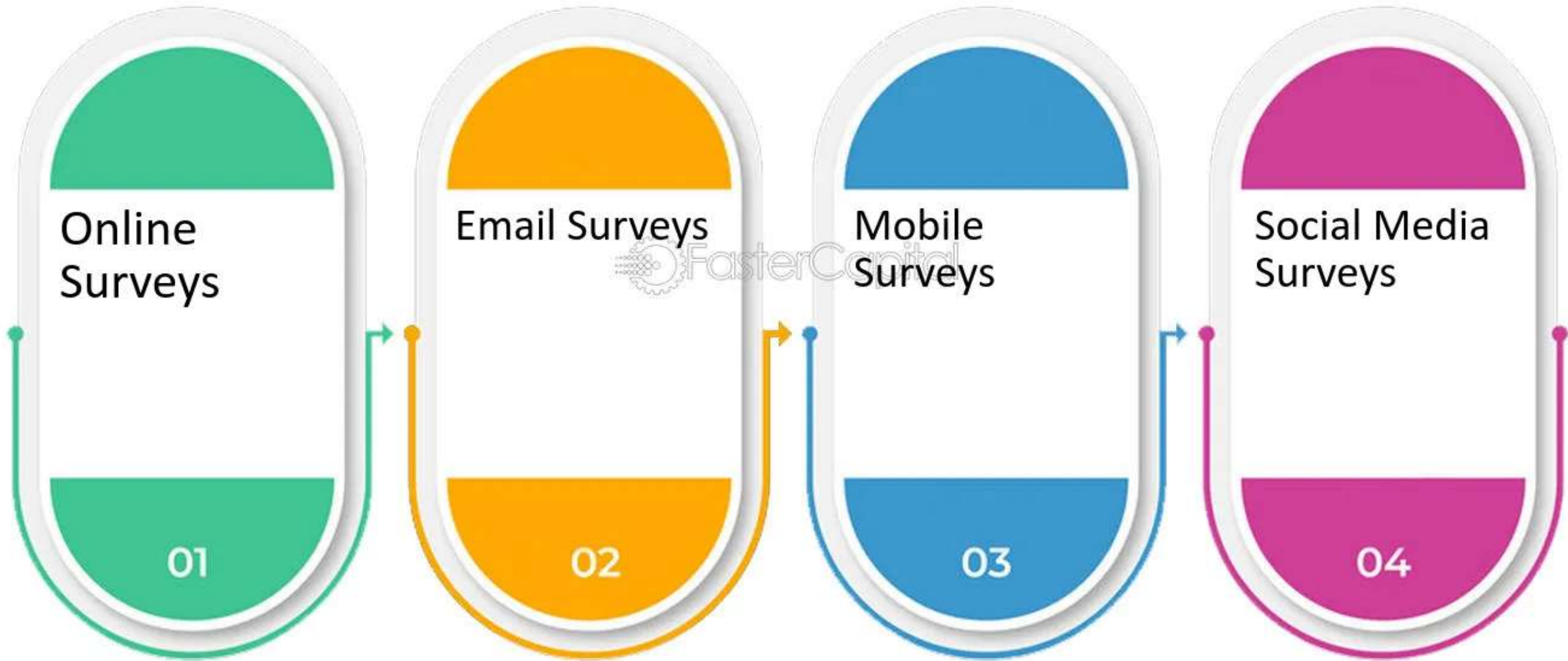


Longitudinal study

Data collected repeatedly over time



Exploring Different Methods for Survey Delivery



Examples of Surveys



Food for Thoughts

Please rate your satisfaction with...

	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly Dissatisfied	N/A
The cleanliness of the toilet. If you did not visit the toilet, select N/A.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ease of placing your order.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The availability of tables for you to sit at.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The friendliness of the staff.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
The taste of your food or drink.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



Progress 8%

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Advantages of Surveys

- • Large sample reach, cost-effective, standardization
- • Suitable for quantitative analysis using statistical tools

Disadvantages of Surveys

- • Low response rates, limited depth, misinterpretation risks
- • Sampling bias if sample is non-representative

Practical Applications of Surveys

- • Business: Customer feedback, employee satisfaction
- • Healthcare: Patient satisfaction, public health trends
- • Public Policy: Opinion polling, citizen needs assessment

Conclusion and Summary

- • Surveys are efficient for large-scale data collection
- • Key to effectiveness: careful design and representative sampling
- • Valuable across fields like business, healthcare, and public policy

References

- • <https://explorable.com/advantages-and-disadvantages-of-surveys>
- • <https://www.questionpro.com/blog/surveys/https://www.questionpro.com/blog/surveys/>

Q&A

Thankyou for giving us your time