



## Advantages and Disadvantages of the Five Survey Methods:

Survey Method:		Advantages:	Disadvantages:
1	Face-to-face interviews	<ul style="list-style-type: none"><li>• Can see facial expression and body language of respondents</li><li>• Can ask more in-depth, qualitative questions</li><li>• Can clarify comments and questions</li></ul>	<ul style="list-style-type: none"><li>• Time-consuming</li><li>• Can only survey a small group of people</li><li>• Awkwardness of face-to-face interaction</li></ul>
2	Telephone interviews	<ul style="list-style-type: none"><li>• Interview more people compared to face-to-face interviews</li><li>• Removes awkwardness of face-to-face interaction</li><li>• Can ask more in-depth, qualitative questions</li><li>• Can clarify comments and questions</li></ul>	<ul style="list-style-type: none"><li>• Time-consuming</li><li>• Can only survey a small group of people</li></ul>
3	Mail surveys	<ul style="list-style-type: none"><li>• Less time-consuming</li><li>• Can survey a larger group of people</li></ul>	<ul style="list-style-type: none"><li>• Cannot clarify any questions, doubts or comments</li><li>• Respondent may take his or her time to respond</li><li>• Response rate is often low</li><li>• More expensive compared to email surveys</li></ul>
4	Email surveys	<ul style="list-style-type: none"><li>• Less time-consuming</li><li>• Can survey a larger group of people</li><li>• Easier to process data collected as the response can be downloaded to a spreadsheet</li></ul>	<ul style="list-style-type: none"><li>• Cannot clarify any questions, doubts or comments</li><li>• Respondent may take his or her time to respond</li><li>• Response rate is often low</li></ul>
5	Web surveys	<ul style="list-style-type: none"><li>• Less time-consuming</li><li>• Can survey a larger group of people</li><li>• Easier to process data collected as the response can be downloaded to a spreadsheet</li><li>• Can randomise the questions</li><li>• Can include pop-up instructions for certain questions</li><li>• Can visually enhance with graphics</li></ul>	<ul style="list-style-type: none"><li>• No control over who participates</li><li>• No control over how many times people takes the survey.</li><li>• People who are less technologically savvy may not be able to participate</li><li>• Cannot clarify any questions, doubts or comments</li><li>• Respondent may take his or her time to respond</li><li>• Response rate is often low</li></ul>