

# **ENGLISH FOR ACADEMIC AND PROFESSIONAL PURPOSES**

**Quarter 2 – Module 6:**

**CONDUCTS SURVEYS, EXPERIMENTS,  
OR OBSERVATIONS**



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# English for Academic and Professional Purposes

Quarter 2 – Module 6

## CONDUCTS SURVEYS, EXPERIMENTS OR OBSERVATIONS

This instructional material was developed based from the Most Essential Learning Competencies (MELC) in English for Academic and Professional Purposes in response to the new normal scheme in learning delivery of the Department of Education. This module was collaboratively reviewed by educators and program specialists in the Regional Office V. We encourage teachers and other educational stakeholders to email their feedback, comments, and recommendations to the Department of Education at \_\_\_\_\_.

We value your feedback and recommendations.

## I. Introduction:

You have explored the nature and purpose of designing a questionnaire, and now you are ready to explore methods of data collection. There are varieties of methods of data collection including observations, experiments, surveys, and others. The most common methods used are experiments, observations, and surveys. The purpose of this lesson is for you to explore methods of data collection, how they work in practice, the purpose of each, when their use is appropriate, and what they can offer to your research. According to Gena Showalter – “Giving up is the only sure to fail.” So let’s keep fighting.

## II. Objective:

At the end of this lesson, you are expected to:

Conducts surveys, experiments, or observations

## III. Vocabulary List:

Let's enrich your vocabulary with these terms that you will encounter throughout this lesson.

**Survey** – measure characteristics of interest about a population using selected sample without making connections between the data.

**Observation** – researchers determine whether an existing condition called a factor is related to a characteristics of interest

**Data** – information gathered from the respondents/participants

**Experiment** – researchers create a condition by applying a treatment and seeing if it has any effect on characteristics of interest.

**Population** – a group of individuals, institutions, objects and so forth with common characteristics that are the interest of a researcher.

**Biased Questions** – the wording may lead the respondent to think a certain way.

**Control Group** – is the group that does not get the treatment or is not given special instructions to follow.

**Treatment Group** – is the group that gets the treatment or is given special instructions to follow.

**Skewed Data** - it is when a curve appears distorted in a statistical distribution.

**IV. Pre-Test:**

Multiple Choice : Write the letter of your choice in your answer sheet or in your notebook.

1. Which of the following is a true observation?
  - a. It takes less time than interviews
  - b. It is often not possible to determine exactly why people behave as they do
  - c. Covert observation raises fewer ethical concerns than overt.
  - d. All of the above.
  
2. When conducting an interview, asking questions such as: "What else? Or 'Could you expand on that?' are all forms of:
  - a. Structured responses
  - b. Category questions
  - c. Protocols
  - d. Probes
  
3. Interviewing is the favoured approach EXCEPT when:
  - a. There is a need for highly personalized data
  - b. It is important to ask supplementary questions
  - c. High numbers of respondents are needed
  - d. Respondents have difficulty with written language
  
4. What type of survey question encourages an answer phrased in the respondent's own words?
  - a. Scan-Ended
  - b. Close-Ended
  - c. Talk-Ended
  - d. Open-Ended
  
5. Interview questions should:
  - a. Lead the respondent
  - b. Probe sensitive issues
  - c. Be delivered in a neutral tone
  - d. Test the respondents' power of memory

## V. Learning Concept:

Today, you are going to learn the three different ways on how to conduct surveys, experiments, or observations.

The **first method** you have is a **SURVEY**. In doing a survey, the researcher must understand the right mode of inquiry for establishing an inference whether in a large group of people or from a small number of people in a group. The very aim of conducting a survey is to present and explain the actual experiences of a certain population.

Conducting survey is done in three (3) steps: 1) by email; 2) telephone; 3) personal interview. The method of data collection can be from observation to content analysis and this can be used in the survey.

The challenges limitations of a survey are seen according to the following criteria: 1) appropriateness of the method; 2) accuracy of what to observe; 3) generalizability of findings; 4) administrative constraints; 5) ethical and political difficulties.

An example of a survey is the open-ended questions. This is placed in a box form and will permit your respondents to provide a unique answer. This kind of approach is able to provide the respondents the freedom to say what they feel about a topic, which provided you with an exploratory data that may unleash important issues, opportunities, issues, or quotes. (**Buensuceso, Dacanay, Manalo, and San Gabriel, 2016, p101**)

Let's consider this example:

You want to know what proportion of your English class likes rock music. You have three different ways to conduct a study and you need to look at the key features of each different method, the pros and cons and decide which method is best.

You already know that a survey means that you are going to select people. And in this case those people would be in the English class because that is your population and then you will ask them questions or multiple questions depending on what you're looking for. In this example, you would randomly select people and you could ask, for example "Do you like rock music?"

So the positive side of this method is that it's very time efficient. It's very quick to just come up with a question, ask someone a question and get their answer then record it. This is also nice because you get the right to the point in your question, you're designing the question to get the exact information you're looking for so it focuses on the desired response.

The negative side of the survey is it's very likely you could get biased responses and remember biased responses caused us to get skewed data

and the reason you could get a biased response is because when you ask someone a question the wording is very important. The wording of the question or the way someone interprets your question can cause you to have biased responses. So you have to be careful with how you will ask and formulate your question/s.

So for example, if you ask someone, "Do you like rock music?" You might be biased towards saying YES or NO depending on how they feel about rock music; whereas, maybe if you had them rank different kinds of music and gave them different options that would give you a better idea on how they really feel about this type of music.

So you have to be careful when conducting a survey. Make sure the wording of your question is not going to cause someone to answer in a different way.

The **second method** you have is **OBSERVATION**. According to **Buensuceso, Dacanay, Manalo, and San Gabriel (2016)**, Observation may take place in natural settings and involve the researcher taking lengthy and descriptive notes of what is happening.

It is argued that there are limits to the situations that can be observed in their 'natural' settings and that the presence of the researcher may lead to problems with validity.

Limitations with observation include:

- a. Change in people's behavior when they know they are being observed.
- b. A 'snap shot' view of a whole situation
- c. Think Big Brother...
- d. The researcher may miss something while they are watching and taking notes
- e. The researcher may make judgments, make value statements or misunderstand what has been observed

Strength of observation

- a. Can offer a flavor for what is happening
- b. Can give an insight into the bigger picture
- c. Can demonstrate sub-groups
- d. Can be used to assist in the design of the rest of the research
- e. Sometimes, the researcher becomes or needs to become a participant observer, where he/she is taking part in the situation in order to be accepted and further understand the workings of the social phenomenon

Observation can sometimes obtain more reliable information about certain things – for example, how people actually behave. It can also serve as a technique for verifying or nullifying information provided in face to face

encounters. People or environment can be observed. When environment is researched, it can provide valuable background information that may inform other aspects of the research.

Techniques for collecting data through observation:

### Written descriptions

- The researcher makes written descriptions of the people, situations or environment
- Limitations include
  - Researcher might miss out on an observation as they are taking notes
  - The researcher may be focused on a particular event or situation
  - There is room for subjective interpretation of what is happening

### Video recording

- Allows the researcher to also record notes
- Limitations may include
  - People acting unnaturally towards the camera or others avoiding the camera
  - The camera may not always see everything

### Photographs and artifacts

- Useful when there is a need to collect observable information or phenomena such as buildings, neighborhoods, dress, and appearance
- Artifacts include objects of significance – memorabilia, instruments, tools and others.

### Documentation

Any and all kinds of documentation may be used to provide information – a local paper, information on a notice board, administrative policies and procedures.

As you can see, observation tells you that you are probably going to observe people.

Let's consider again the same example given.

You want to know what proportion of your English class likes rock music.

In this method, you would randomly select people and you would just observe their behavior and it depends on what your study is about. In this scenario, you want to know people who like rock music. So for example, you could play rock music for everybody in the class and you could just observe

how they react to the music and if they have a response or if they are dancing or singing and that would be a way to have an observational study.

The positive side of this is that, in this situation you can acquire more details and it's different from just saying "Do you like rock music?" and getting a Yes or No answer. If you're observing how someone responds to you playing rock music you're going to get more data, you're going to record specifically how they react.

The negative side of this method is that it is time-consuming and it can be difficult to observe somebody for a longer period of time. So with rock music, it is not that hard to just play rock music and see how someone reacts but depending on what your study is all about, you might need to be spending more time observing them to get the information you need.

So, this method takes more time and it is not also perfect because you don't have a control group. Those are the group of people that you are giving different kind of music and seeing how they respond to that.

The **third method** is **EXPERIMENT**. According to **Murdock (2020)**, in this method, you will randomly select people and you need to split them into groups and they will now your control group. So for example, if you were doing an experiment about medication, and you wanted to see if a medication was helping somebody. You would have your participants in two different groups and you would get different treatments. One group would get the medication you're interested in finding out if it works and then the other group would maybe get a different medication that they are going to take but they don't know that it actually doesn't do anything. So that would tell us if there's any bias in the experiment towards somebody thinking they'd feel better just because they're taking medication. So that's one example of how a control group would work.

Let's consider again the same example given.

You want to know what proportion of your English class likes rock music.

In this situation with rock music, your control group could be having a group that listen to a different genre of music so that way you would be observing one group listening to rock and one group listening to something else and you could actually compare. It would show you if people are responding a certain way just because you are giving them a certain treatment versus how do they actually feel about rock music.

So the positive side of this is that the control group reduces bias whereas in the survey and observational study, you didn't have a control group. It also allows you to determine if there's a cause and an effect happening. So it will really just give you a much deeper understanding of how people are behaving based on your treatment to them, especially to the

example medication, you can really determine if the medication is helping people or not.

The negative side of this method is, it is time consuming because you're going have two different groups. It is a little bit harder to keep track of who's in which group, how are you treating each group, and also this method always have to be concerned with ethics meaning you are not going to persuade them to behave in certain way or treating them in a way that is not okay.

In this situation, you can do any of these methods but you have to be aware of the ways you can get bias especially in a survey, you can get a lot of bias responses and an observational study if you don't have a control group. So, an experiment is the best way to get a least amount of bias.

## VI. Practice Task 1(Answers may vary)

Directions: Prepare a sample interview guide using the format stated below. Sample title is provided for you. You may opt to provide another title of your own.

Your output will be rated based on a rubric.

### RUBRIC

<b>RATE</b>	<b>CRITERIA</b>		
	Originality/Uniqueness	Relevance to Theme/Topic	Clarity and Preciseness
<b>90-100</b>			
<b>80-90</b>			
<b>70-80</b>			
<b>60-70</b>			

### INTERVIEW GUIDE

Name: \_\_\_\_\_ (optional) Date: \_\_\_\_\_  
Residence: \_\_\_\_\_

### A Home away from Home: Success Stories of College Students in Barangay Manambrag (Research Title)

Question # 1

- 

Question # 2

- 

Question # 3

-

## **Practice Task 2 (Answers may vary)**

Directions: Note some observations done about a research focusing on superstitions and beliefs involving wedding.

## **Observation Guide**

## **When 2 become 1: Wedding Beliefs, Rituals and Superstitions in Barangay Agojo**

### **Practice Task 3 (Answers may vary)**

Directions: Make a similar survey form to be used in the field. Use it in the sample research title provided for you as your guide. Your output will be rated based on a rubric.

## RUBRIC

<b>RATE</b>	<b>CRITERIA</b>		
	Originality/Uniqueness	Relevance to Theme/Topic	Clarity and Preciseness
<b>90-100</b>			
<b>80-90</b>			
<b>70-80</b>			
<b>60-70</b>			

**The Grouper Fishers of Barangay Bislig**  
(Research Title)

Survey Questionnaire:

- How many grouper fishers are actively involved in fishing?
- How much is the average income of every grouper fisher for the month?
- What are the expenses incurred by every grouper fisher?
- What are some other improvements in the lives of grouper fishers?

**VII. Post Test (Answers may vary)**

Directions: Prepare a qualitative research tool for your reference. Choose from **INTERVIEW GUIDE**, **SURVEY QUESTIONNAIRE**, and **OBSERVATION GUIDE**.

Your output will be rated based on a rubric.

**RUBRIC**

<b>RATE</b>	<b>CRITERIA</b>		
	Originality/Uniqueness	Relevance to Theme/Topic	Clarity and Preciseness
<b>90-100</b>			
<b>80-90</b>			
<b>70-80</b>			
<b>60-70</b>			

**VIII. Assignments/Additional Activities**

Directions: Prepare a qualitative research tool to be used in a particular research topic.

Research Title: **“Mea Culpa: Story of Trial and Forgiveness of a Drug Surrenderee”**

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<https://syudy.sagepub.com/grayresearchbusiness2/student-resources/multiple-choice-quizzes>

## **ANSWER KEY**

**Pre-Test:**

1. D
2. D
3. D
4. D
5. A