**SURVEY METHODOLOGY**

**Survey:**

The research method which is used to collect data from selected groups of respondents in order to collect information regarding some areas of interest is known as survey. A survey can have different purposes and it can be conducted in variety of ways. These ways depend upon the selected methodology and the study goal that we want to achieve.

**Survey Methodology:**

The techniques, tools or processes that can be used to conduct surveys from specific group of people are known as survey methods.

**Classification of Survey Methods:**

The survey methods can be classified into three major categories. These categories have a specific purpose and can be used in a particular type of way. These are:

* **Exploratory research**

This type of research mainly focuses on the discovery of ideas and insights as they are opposed to collect the data statistically. This type of research usually consists of open-ended questions. They are not measurable statistically but can provide a wide range of information.

* **Descriptive research**

This is a type of research which can take a bulk of surveys and it is considered conclusive because of its quantitative nature. They are preplanned and well structured in design so that they can be measured statistically.

* **Casual research**

This is the type of research which is preplanned and well structured in design. It is considered conclusive as it can be used to explain the cause and effect relationship between the variables.

**Types of Survey Research Methods:**

There are different types of survey methods that can be used. These are:

* **Cross-sectional studies:**

It is described as a sort of observational study that evaluates data on variables collected across a sample population at a certain point in time. It is a quick method and can be used to collect information in a short span of time.

* **Correlational studies:**

It's a non-experimental research methodology in which two different variables are researched and statistical analysis is used to investigate the relationship between them without the use of "variables" from external study.

* **Longitudinal studies:**

It is a type of observational research that uses continuous or recurring measures to track specific individuals across time, usually years or decades.

**Data Collection Methods:**

There are different methods that can be used to collect data. Few data collection techniques include:

* **Paper surveys**

These surveys are a fantastic way to get feedback from those who don't have access to a phone, internet, or mobile devices, or who won't respond to other types of surveys.

* **Face to face surveys**

An interviewer is physically present to ask the survey questions and help the respondent in answering them in a face to face survey.

* **Telephone surveys**

In this strategy, professional interviewers use telephone numbers to call and acquire information from potential respondents.

* **Online surveys**

An online survey is a questionnaire that may be completed by the target population over the internet. They're commonly built as Web forms with a database for storing replies and statistical software for providing analytics.

**Process of Conducting a Survey:**

There are different steps that are involved in the process of conducting surveys. It includes:

* The first stage in survey research is to define the study's purpose and aim, such as the problem, why conduct a research and what value it adds, and how to formulate clear objectives.
* Choosing and defining the target population, or the people who will be studied.
* Choosing and evaluating data collection procedures. (i.e. the data collecting tool, such as an interview or a questionnaire). The cost, applicability, and study design all factor into the instrument selection.
* A significant and representative (sample) of the population should be taken (i.e. this is the step of sampling).
* The data collection procedure (or simply the stage of carrying out the research), in which interviews, questionnaires, or any other instrument with pre-designed questions is utilized.
* If a questionnaire was employed, it was followed up on. The interviewee's questions are answered and assessed, and the data collection procedure is thus concluded.
* The acquired data is processed, evaluated, and interpreted, after which the findings are concluded and generalized.
* The entire study is then published in the form of a research report (also known as a survey report) for dissemination and future investigation.

As a result, the survey study is finished by completing the aforementioned procedures.

**Advantages of Questionnaires:**

There are certain advantages of using a questionnaire. Questionnaires is the economical method of conducting a survey. It can cover a wide range and is a quick way of conducting the research. It puts let pressure on the respondents and create a uniformity among all the responses. It can provide validity and anonymity among the respondents. It can be measured easily and is considered to be the most effective tool for considering the data.

**Selected Method:**

In our report, we have used the descriptive research method which means that we are collecting data through questionnaires and close ended questions. The data is quantitative and we have used paper surveys to collect the information.