



Research Methodology

# Survey Research

# Survey

- **Survey** – technique of descriptive research that seeks to determine present practices or opinions of a specified population
- Types of survey research include the **questionnaire**, **interview**, and **normative survey**

10/27/2010 10:00 AM  
New Health Care Consumer Questionnaire  
Patient Name \_\_\_\_\_ DOB \_\_\_\_/\_\_\_\_/\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

*In order to best serve your medical needs, we ask that you complete the following questionnaire as completely as possible. The **Health Care Consumer (HCC) - Health Care Provider (HCP)** relationship is a privileged relationship built on trust and honesty. By completing and signing this form, you acknowledge that you understand that any intentionally false information may seriously and adversely affect your health.*

Patient Name \_\_\_\_\_ Gender  M  F  
Last First Middle

Date of Birth (MM/DD/YYYY) \_\_\_\_/\_\_\_\_/\_\_\_\_ Social Security Number \_\_\_\_ - \_\_\_\_ - \_\_\_\_

If the person completing this form is not the patient, please write your name, your relationship to the patient, and why you are completing the form for this patient.

Name \_\_\_\_\_ Relationship \_\_\_\_\_ Reason \_\_\_\_\_

Reason For Visit \_\_\_\_\_

Patient's Personal Contact Information (Address and Phone)  
\_\_\_\_\_  
Home Phone \_\_\_\_\_  
\_\_\_\_\_  
Work Phone \_\_\_\_\_

Emergency Contact (Address and Phone)  
\_\_\_\_\_  
Home Phone \_\_\_\_\_  
\_\_\_\_\_  
Work Phone \_\_\_\_\_

Insurance Information (Insurance Company, Policy Number, Contact Number)  
\_\_\_\_\_  
Contact # \_\_\_\_\_  
Policy# \_\_\_\_\_ Fax (if known) \_\_\_\_\_

Additional, or Secondary Insurance Company  
\_\_\_\_\_  
Contact # \_\_\_\_\_  
Policy# \_\_\_\_\_ Fax (if known) \_\_\_\_\_

Have you completed a Living Will OR designated a Durable Power of Attorney for Health Care?  Yes  No  
If yes, please provide a copy for your health care provider.

Do you have any religious or cultural beliefs that may impact my health care  Yes  No  
If yes, please describe \_\_\_\_\_

Methods of learning new material that I like best are:  
 Verbal Instruction  Written Instruction  Handouts  Visual (Pictures, Videos, etc)

# Types of Surveys

- Data are usually collected through the use of questionnaires, although sometimes researchers directly interview subjects. Surveys can use qualitative (e.g. ask open-ended questions) or quantitative (e.g. use forced-choice questions) measures. There are two basic types of surveys: cross-sectional surveys and longitudinal surveys.
- (1) Cross-Sectional Surveys.
- (2) Longitudinal Surveys.

- **Cross-Sectional Surveys**

Cross-sectional surveys are used to gather information on a population at a single point in time. An example of a cross sectional survey would be a questionnaire that collects data on how parents feel about Internet filtering, as of March of 1999. A different cross-sectional survey questionnaire might try to determine the relationship between two factors, like religiousness of parents and views on Internet filtering.

- **Longitudinal Surveys**

Longitudinal surveys gather data over a period of time. The researcher may then analyze changes in the population and attempt to describe and/or explain them. The three main types of longitudinal surveys are trend studies, cohort studies, and panel studies.

## Advantages of the Survey Method

- Surveys are relatively inexpensive (especially self-administered surveys).
- Surveys are useful in describing the characteristics of a large population. No other method of observation can provide this general capability.
- They can be administered from remote locations using mail, email or telephone.
- Consequently, very large samples are feasible, making the results statistically significant even when analyzing multiple variables.
- Many questions can be asked about a given topic giving considerable flexibility to the analysis.
- There is flexibility at the creation phase in deciding how the questions will be administered: as face-to-face interviews, by telephone, as group administered written or oral survey, or by electronic means.

- Standardized questions make measurement more precise by enforcing uniform definitions upon the participants.
- Standardization ensures that similar data can be collected from groups then interpreted comparatively (between-group study).
- Usually, high reliability is easy to obtain--by presenting all subjects with a standardized stimulus, observer subjectivity is greatly eliminated.
- As compared to other methods (direct observation, experimentation) survey yield a broader range of information. Surveys are effective to produce information on socio- economic characteristics, attitudes, opinions, motives etc and to gather information for planning product features, advertising media, sales promotion, channels of distribution and other marketing variables.

## Disadvantages of Survey Method

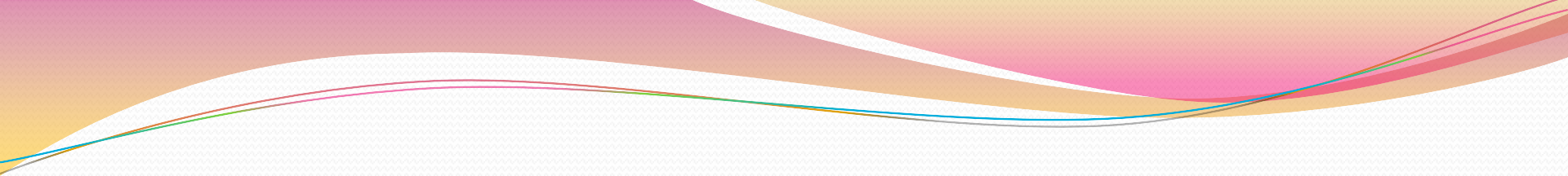
- A methodology relying on standardization forces the researcher to develop questions general enough to be minimally appropriate for all respondents, possibly missing what is most appropriate to many respondents.
- Surveys are inflexible in that they require the initial study design (the tool and administration of the tool) to remain unchanged throughout the data collection.
- The researcher must ensure that a large number of the selected sample will reply.
- It may be hard for participants to recall information or to tell the truth about a controversial question.
- As opposed to direct observation, survey research (excluding some interview approaches) can seldom deal with "context."

## Sample surveys

- As in sample study few units are to be examined detailed study of the survey can be done.
- As few units are to be examined the survey work requires less time. Thus in this way sample survey saves time.
- As few units are to be examined the survey work requires less money. Thus in this way sample survey saves lots of money.
- In sample survey few persons are required for the survey work so experts can be appointed for the survey. This will increase the reliability of the survey results.
- When the test is of destructive nature, sampling is only the way out. In such cases the population survey is not possible.

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- A large area can be covered under survey in the available time and money.
  - Sample survey is also used to check the accuracy of the census data (population survey).
  - Surveys are an efficient way of collecting information from a large number of respondents. Very large samplings are possible. Statistical techniques can be used to determine validity, reliability, and statistical significance.

# 7. Population and Sampling

## Population & Sampling

1. Probability sample
2. Quota Sample
3. Volunteer Sample
4. Purpose sample
5. Maximum Variation
6. Map based sample
7. Found Sample
8. Snowball sample

## Modes of data collection

- There are several ways of administering a survey. The choice between administration modes is influenced by several factors, including 1) costs, 2) coverage of the target population, 3) flexibility of asking questions, 5) response accuracy. 4) respondents' willingness to participate and Different methods create that change how respondents answer, and different methods have different advantages. The most common modes of administration can be summarized as
  - Telephone
  - Mail (post)
  - Online surveys
  - Personal in-home surveys
  - Personal mall or street intercept survey
  - Hybrids of the above.

# Observation Method

- The observation method involves human or mechanical observation of what people actually do or what events take place during a buying or consumption situation. “Information is collected by observing process at work.” The following are a few situations:-

## **Definition of observation method:**

- ‘Observation may be defined as systematic viewing coupled with of seen phenomena’.
- Observation method is a technique in which the behavior of research subjects is watched and recorded without any direct contact.

## **Types of observation methods**

- Participant observation
- Non-participant observation

## **Participant observation**

- Observer participates actively, for an extended period of time.
- May require observer to live or work in that area.
- Assumes that observer will become accepted member of the group or community.
- Historically field research has been associated most strongly with participant observation.

## **Non-participant observation**

- Observer is an eavesdropper.
- Someone who attempts to observe people without interacting with them.
- Without their knowledge that they are being observed.
- Used most routinely by psychologists studying children and animals.

## **Advantages of Observation Method**

- If the researcher observes and record events, it is not necessary to rely on the willingness and ability of respondents to report accurately.
- The biasing effect of interviewers is either eliminated or reduced. Data collected by observation are, thus, more objective and generally more accurate.

## **Disadvantages of observation method**

- Time consuming.
- May bias worker performance.
- Small sample size.
- Requires skilled observer.
- Validity & reliability may be problematic.
- Not useful for jobs consisting of mostly mental tasks.