

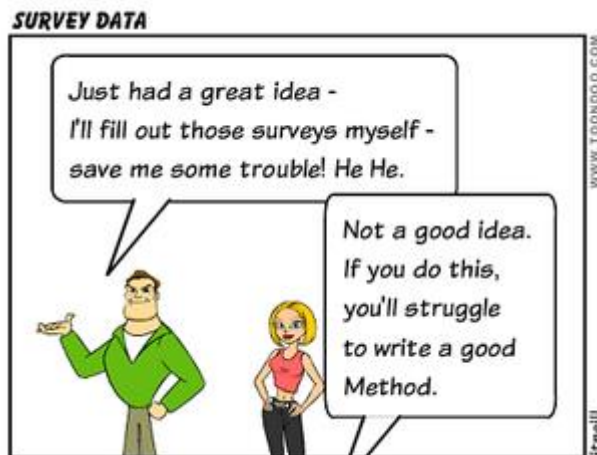
Survey

Introduction:

Surveys are a method of gathering information from individuals. Surveys have a variety of purposes, and can be conducted in many ways. Surveys may be conducted to gather information through a printed questionnaire, over the telephone, by mail, in person, by diskette, or on the web. (hr-survey.com, 2017)

Did you know that conducting a survey is the most effective way in collecting information from large sample population quickly.....

but it is also one of the most expensive method of data collection???



Surveys are conducted using questionnaires. This is a sheet with questions that are pertinent to the research. Questionnaires yield in a lot of primary data. Analyzing the response from a survey may be tedious and researchers may be tempted to answer all the questionnaires themselves. This is greatly discouraged. That will most definitely affect the reliability and validity of the research.

This SlideShare provides specific guidelines in designing questionnaires.

https://www.youtube.com/watch?v=bCf0TWRcJT0&feature=emb_logo