

# Social Survey Methods and Data Collection

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## Social Survey



## Concept of Survey & Social Survey

- A "survey" can be anything from a short paper-and-pencil feedback form to an intensive one-on-one in-depth interview. Infact, it is a study, generally in the form of an interview or questionnaire that provides researchers with information about how people think and act.
- The **Social Survey** is a survey used to collect data on demographic characteristics and attitudes of residents of the area.

## Objective of Social Survey

- In order to make the community aware about the importance of hygiene and clean drinking water.
- To make the community well verse with the participatory development model.
- To convince the community that how the internal component provided by them would improve their living standard.

## Why the knowledge of Social Survey is necessary for field staff of CCP

- You are appointed for fulfilling the responsibility of mobilizing community to come forward and contribute in Changa Pani Program for their own wellbeing.
- It is highly beneficial for you to understand the concept of social surveys and become well versed in conducting them .
- It will help you a lot while working in field.

## Ethics of Research

- Moral values are integral to the research process.
- The human beings are involved in research as subjects of research.
- The researcher faces many ethical dilemmas and must decide how to act.

## Ethics and the Researcher

Ethics define:

- what is or is not legitimate to do
- what moral values are given regard and guide actions in research.
- Ethics begin and end with you  
**THE RESEARCHER**
- A researcher's personal moral code is the best defense against unethical behaviour
- The integrity of the researcher and his or her values play a key role

## Examples of unethical behavior in Research

### Scientific Misconduct

Occurs when a researcher falsifies or distorts the dates or the methods of data collection.

### Research Fraud

Occurs when a researcher fakes or invents data that were not really collected or falsely reports how research was conducted.

## Ethics and the Sponsors of Research

- Researcher employed to conduct research may be asked
  - \* To arrive at particular findings
  - \* Suppressing findings

## Ethics and integrity in Research

- Never promise anything you can't deliver.
- Maintain the element of confidentiality and anonymity in research .
- Never take photographs of subjects especially women without consent.
- Never insist on getting information.

## What is Data?

- Facts or figures from which conclusions may be drawn
- Facts or information used in deciding or discussing something
- Data are the raw material of statistics

## What is meant by Statistics?

- Commonly used to refer to numerical data
- In specialized sense, statistics refer to the science comprising methods which are used in the collection, organization, presentation, analysis and interpretation of numerical data
- These methods are used when we want to draw conclusions about a given phenomenon from the relevant data

## Data Collection Methods



## Methods of Data Collection

### Observation Surveys

- It is a simple process of observing and recording events or situations.
- It is a technique that can often reveal characteristics of groups or individuals which would have been impossible to discover by other means. For instance:



## Methods of Data collection.....

- Interview or questionnaire surveys provide important data but they reveal only how people perceive what happens not what actually happens.
- In other words direct observation may be more reliable than what people say in many instances. It can be particularly useful to discover whether people do what they say they do, or behave in the way they claim to behave.

## Techniques of Observation

- Broadly the techniques can be divided to participant observation and non-participant observation.
- In Participant observation, it is concerned with putting yourself in place of the client or user and seeing what happens.
- In non-Participant observation, the researcher remains detached from the activity under observation and simply watches and records what is going on.

## Activity

- Go and observe on the ground floor that how staff of urban unit is working.
- Write a brief description of their working style.

## Interview Technique

- Research Interview is a conversation between interviewer and respondent with the purpose of eliciting certain information from the respondent.



### Types

- Structured interview
- Semi-Structured interview
- Informal/Unstructured interview

## Focus Group

- A focus group is a group interview, where 6 to 12 people are brought together for a discussion. They are drawn from an existing community group and interaction between group members is a part of the process.



## When should you use a focus group for research?

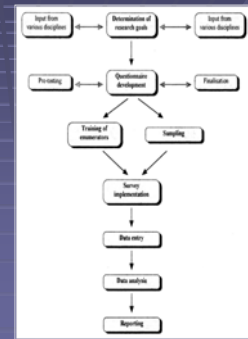
- Focus groups are useful when
- To know in-depth information about how people think about an issue.
- You want people's ideas about what would be better.

## Role of interviewer/Surveyor

- He should be familiar with the context of survey clearly.
- He should motivate respondents to achieve maximum results.
- The interviewer/Surveyor must be able to respond to concerns of respondents.
- He should ask questions exactly as written.
- He should encourage the respondents while recording their responses.
- He should be able to record responses quickly.

## Data processing

- Once the relevant data are collected, the next step is to process data i.e. to go through a series of actions or operations in order to make sense of the data collected.
- Data processing involves following steps:
  - a. Data Preparation
  - b. Data Analysis



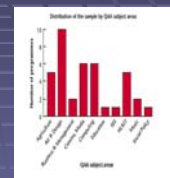
## Data Preparation

- That is, checking data for accuracy, errors, incompleteness and gaps in the data. It also involves coding the data and verifying it, entering the data into the computer, transforming the data e.g. by putting together data into groups or categories etc.



## Data Analysis

- It is a process of giving treatment to data in a way as to clarify the meaning of the data
- It involves seeking out patterns or trends or exceptions within the data
- It is a process of working out the links between the material obtained from the field and original research questions .What does it mean?



- The purpose of data analysis is to provide answers to the research questions being studied. The analysis breaks the data into parts and put them together again with the view to :
  - Describe the basic characteristics or features of the data (Descriptive statistics)
  - Use the data as the basis for drawing broader inferences (Inferential Statistics)

Thanks for your patience