Assignment 3.1

Your name

Affiliation

The topic of my paper is "Survey Research." It is a quantitative method for the collection of data by asking questions from individuals or group of people. The questions could be asked in person, on paper, by phone or even online surveys could also be conducted. In this type of research data is collected first-hand from its source. The key components of survey search are face to face interview, telephone survey, survey questions asked through the mail, hand-delivered questionnaire and web survey. All these components assist in the collection of data for the survey research. Survey research is used when the researcher has to describe or explain the qualities of a very large group or groups. This research method is useful when a researcher aims to gather general information about the population quickly. This research method is also best in situations where the researcher has to find some interesting facts or cultural environment of a specific population because by using the technique of in-depth interviews used in survey research will help the researcher to find facts of a population in minimum time. The purpose of survey research is to gather the opinions, beliefs, and feelings of a selected group. The main focus during survey research is to identify the age, gender or income levels on a demographically.

The significant benefits or advantages of survey research are that this method allows researchers to collect a large amount of data in a short period of time. This approach is less expensive as compared to the other methods used for collecting data. Questionnaires used in survey research are quickly created and can easily be administered. Survey research can collect data on a broader range of things like personal facts, attitudes, past behaviors or opinions. The major disadvantage of survey research is that the majority of the population is not honest while answering questionnaires. They do not disclose the facts of their personality and instead preferring a lie in the research which leads to false conclusions of the research (Fowler, 2013).

References

Fowler Jr, F. J. (2013). *Survey research methods*. Sage publications.