Week 2 Discussion

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Obtaining results from a survey

Surveys are good tools for collecting valuable information if they are designed and implemented in an appropriate manner. The researcher can adopt different strategies for obtaining relevant results from the survey. The primary step for obtaining relevant results from the survey is by defining the objectives. This reflects identifying the problem that is needed to be solved. The second step involves identifying the target audience and considering the sample size. The next important step is to prioritize the questions and ask the most relevant ones. Communicating the purpose of the survey is equally important because the respondents are willing to volunteer after knowing that.

A researcher can build rapport with participants by introducing themselves and then explaining the purpose of the survey. The researcher must dress appropriately and look presentable. Use of appropriate facial expressions and body language also helps in building rapport. During their interaction with the participants, they must appear gentle and display a smile. They must be able to communicate efficiently (Long, 2014).

Confidentiality leads to better results in the survey because it allows the researcher to save time. The results are presented on the basis of the entire population that improves the validity and accuracy of the results. Computing data separately for each participant is complex and require more time and efforts (Pathak, Jena & Kalra, 2013).

Data obtained from the survey are presented in an appropriate manner that can be understood by readers. The common ways adopted for the presentation of data include visuals such as graphics and pie charts (Long, 2014). Tables are also used for highlighting descriptive statistics. It is more convenient for the readers to interpret results in the form of tabulation or graphs. Similarly, descriptive statistics are used for providing results in percentages that are easy to understand.

References

Long, H. (2014). An Empirical Review of Research Methodologies and Methods in Creativity Studies (2003–2012). *Creativity Research Journal, 6* (4).

Pathak, V., Jena, B., & Kalra, S. (2013). Qualitative research. *Perspect Clin Res, 4* (3), 192.