1. What is Survey Research? How it different from Observation Research?

**Ans:** Survey research is the collection of data attained by asking individuals questions either in person, on paper, by phone or online. Conducting surveys is one form of primary research, which is the gathering data first-hand from its source. The information collected may also be accessed subsequently by other parties in secondary research.

Survey research is used to gather the opinions, beliefs and feelings of selected groups of individuals, often chosen for demographic sampling. These demographics include age, gender, ethnicity or income levels. The most famous public survey focused on demographics is the United States Census, which occurs every ten years.

Common types of surveys include interviews and questionnaires, which are comprised of multiple choice questionnaires, opinions and polls. Questionnaires are distributed through mail surveys, group administered questionnaires or in-person drop-offs. Interviews can be held in person or over the phone and are often a more personal form of research than questionnaires. There are several issues to consider when creating a survey, including content, wording, response format and question placement and sequence. All of these choices can affect the answers given by participating individuals.

Survey research is used academia, government and business. Governments use research surveys to learn about their populations to help better serve its citizens, while political candidates use survey research to gauge the preferences and opinions of voters. Businesses use surveys to gather information about customer attitudes and experiences to help market consumer products. In academia, surveys are applied in fields like demographics, statistics and social research.

**Survey Research**

Survey research is used to study large and small populations (or universes). It is a fact finding survey. Mostly empirical problems are investigated by this approach. It is a critical inspection to gather information, often a study of an area with respect to a certain condition or its prevalence. Survey is a very popular branch of social science research. Survey research has developed as a separate research activity along with the development and improvement of sampling procedures. Sample surveys are very popular now a days. As a matter of fact sample survey has become synonymous with survey. By surveying data, information may be collected by observation, or personal interview, or mailed questionnaires, or administering schedules or telephone enquiries.

**Features of Survey method**

The important features of survey method are as follows:

i) It is a field study, as it is always conducted in a natural setting.

ii) It solicits responses directly from the respondents or people known to have knowledge about the problem under study.

iii) Generally, it gathers information from a large population.

iv) A survey covers a definite geographical area

v) It has a time frame.

vi) It can be an extensive survey involving a wider sample or it can be an intensive study covering few samples but is an in depth and detailed study.

vii) Survey research is best adapted for obtaining personal, socio-economic facts, beliefs, attitudes, opinions.

Survey research is not a clerical routine of gathering facts and figures. It requires a good deal of research knowledge and sophistication. The competent survey investigator must know sampling procedures, questionnaire/schedule/opinionaire construction, techniques of interviewing and other technical aspects of the survey. Ultimately the quality of the Survey results depends on the imaginative planning, representative sampling, reliability of data, appropriate analysis and interpretation of the data.

**Observation Research**

Observation means seeing or viewing. It is not a casual but systematic viewing. Observation may therefore be defined as “a systematic viewing of a specific phenomenon in its proper setting for the purpose of gathering information for the specific study”. Observation is a method of scientific enquiry. We observe a person or an event or a situation or an incident. The body of knowledge attainable by observation is the systematization of observation where the phenomenon and then gathers and accumulates data.

Observation may be classified in different ways. According to the setting it can be (a) observation in a natural setting, or (b) observation in an artificially stimulated setting. According to the mode of observation it may be classified as (a) direct or personal observation, and (b) indirect or mechanical observation. Observation method is suitable for a variety of research purposes.

2. What do you mean by editing of data? Explain the guidelines to be kept in mind while editing the statistical data.

**Ans:** Data editing is defined as the process involving the review and adjustment of collected survey data. The purpose is to control the quality of the collected data. Data editing can be performed manually, with the assistance of a computer or a combination of both.