

Sociology Daily Answer Writing

Week 5 - Day 3

Model Structures

1. Discuss Questionnaire as a technique of data collection. What are the characteristics of a good questionnaire? **20**

Model Framework

Introduction

- Define Questionnaire: Questionnaire is a set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study. It is used primarily as a quantitative data collection tool.

Main Body

- Characteristics of a good questionnaire:
 - Unambiguous
 - It should not have doubtful questions
 - It should be appealing to the target audience
 - It should be brief
 - Aesthetically appealing
 - Mode of administration conducive to the target audience (soft/hard copy)
 - Coherent placement of questions
 - It should be intriguing
 - There shouldn't be repetition
- Use of questionnaire in sociological research- explain with examples
 - Goldthorpe and Lockwood affluent worker study
- Advantages
 - Cheapest, fastest and relatively easiest method of quantitative data collection
 - High validity and reliability in close ended questionnaire
 - Flexibility in data collection
 - Highly objective

- Limited need of experts
- Scope for generalisation of data.
- Limitations of using questionnaire for data collection
 - Leading questions can influence the response of participant
 - Social desirability bias
 - Non-response bias
 - Poor return of postal questionnaire
 - Researchers bias → sequence and questions are decided by him/her based on own values

Note: Advantages and Limitations can be eliminated or explained briefly in 10 marker question, but they must be explained in 20 marker question.

Conclusion

- Hybrid of quantitative methods like questionnaire and quantitative method must be used for sociological research.
 - Triangulation Method given by Norman K Denizen
 - *Socio logic* by Micheal Mann

2. Explain the Probability Sampling strategies with examples.

10

Model Structure

Introduction

- Definition of Sampling
- Definition of Probability Sampling

Main Body

- Types of Probability Sampling with slight explanation - simple random, stratified random, random cluster and systematic sampling (You can use figures for explaining these types)
- Examples - Use probability sampling to collect data, even if you collect it from a smaller population.

- Benefits - cost effective, simple and straightforward.
- Limitations - reliability of sample, problem of Quantification.

Steps to conduct probability sampling

1. Choose your population of interest carefully and then include them in the sample.
2. Determine a suitable sample frame
3. Select your sample and start your survey:

Conclusion

- Despite limitations, it provides cost effective and simple investigation of social issues.

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