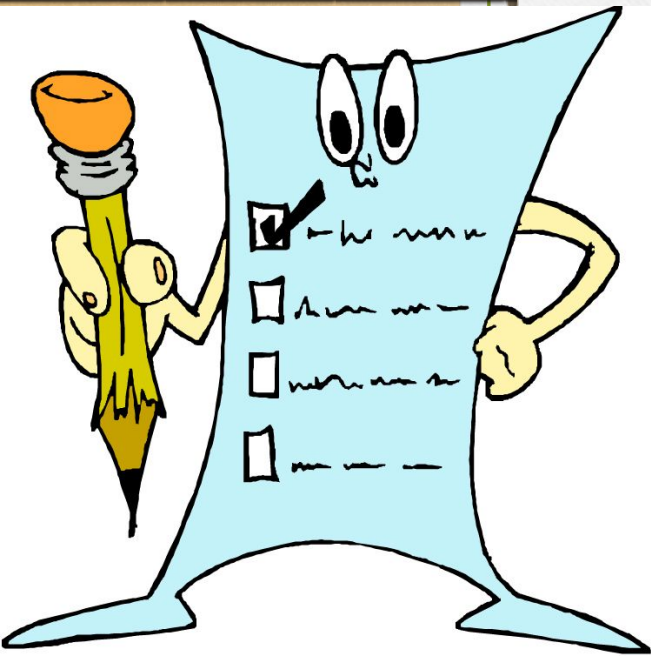


the survey



The survey

- The survey is finding out the opinions of the community on various issues.
- Organizer
- The organizer of the poll can be any party . If the survey expressed significant number of participants, and the outcome of the survey is not contested within a reasonable period of time, can be considered a consensus.

General information

- The survey can be considered as one of the most common methods of obtaining information about the subjects of the survey respondents. The survey is that the Respondent is asked specific questions, the answers to which allow the researcher to obtain the necessary information, depending on the objectives of the study.

Standardized and non-standardized

- The surveys are divided into standardized and non-standardized. Standardized surveys can be viewed as a rigorous surveys, giving first of all a General idea of the problem under consideration. Not standardized surveys are less stringent in comparison with standardized, lacking a rigid framework. They allow to vary the behavior of the researcher depending on the reaction of respondents to the questions.

The types of surveys

- Questioning
Method stairs
Free
Oral
Written
Standardized
- interview
- The interview is considered as a method of interrogation, and to a method of conversation.

Types of questions in accordance with the problem

Closed — open

Closed (structured) questions suggest the answer choice from the list. Closed questions may be dichotomous (Yes/no) or multiple choice, you have to provide more than two answer choices. The answers to closed questions are easy to process; the disadvantage can be considered high probability hastily replies, their random selection, the automatism of the Respondent.

Open (unstructured) questions justified at the stage of trial, aerobatics, defining the field of research and in quality control. The answers to the open question allows to identify the dynamics of opinions, judgments, attitudes, value orientations, etc. for Example: "What do You include in the concept of "good service"?"

Subjective — projective

- Subjective questions asking the Respondent about his attitudes or behaviour in a certain situation.

Projective questions asking about the third person, indicating the Respondent.