

## B.A.PART-II(SOCIOLOGY)

### PAPER-III(Methods of Social Research)

Topic – Concept of Social survey  
College-MMC,P.U.(Department of  
Sociology)

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### SOCIAL SURVEY

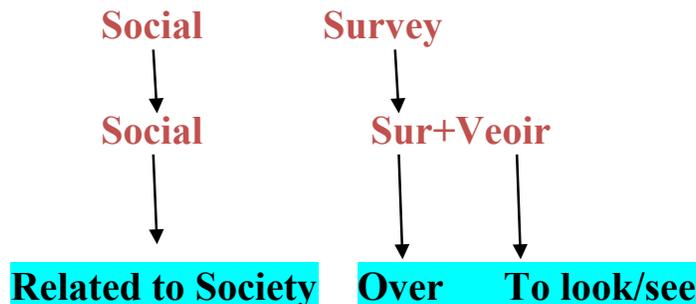
#### ▪ Learning Objective:

- To understand the term Survey as a means for collection of data or information.

#### ▪ Introduction:

Social survey is the most commonly used research technique in Sociology. It is a methodical gathering of social data from a sample of the target population through standardized interviews or questionnaires. The data thus collected is collated and systematically analyzed quantitatively. It provides descriptive information about the variables studied, correlations between two or more variables, and causal analysis.

#### ▪ Meaning of Social survey



(Meaning to look over)

The word survey is derived from two words **sur** or **sor** which means over and the word **veoir** or **veoir** which means to see. In this way, the word survey means to over see or to look over.

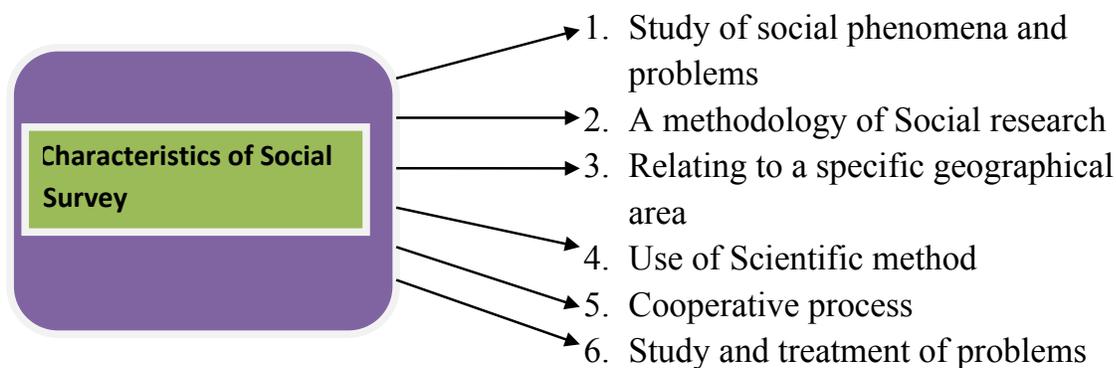
A survey is a research method used for collecting data from a predefined group of respondents to gain information and insights into various topics of interest. They can have conducted it in many ways depending on the methodology chosen and the study's goal. In the year 2020, research is of

extreme importance and hence it's essential for us to understand the benefits of social research for a target population using the right survey tool.

### ▪ **Definitions:**

- **According to Dictionary of Sociology-** “ A term used rather loosely to indicate a more or less orderly and comprehensive or some phase of it. e.g. Health, education, recreation\_\_\_
- **According to Hsin pao yang-**“A social survey is usually an enquiry into the composition, activities and living conditions of a group of people.”
- **According to Morse-** “The Survey is, in brief simply a method of analysis in scientific and orderly form and for defined purposes of a given social situation or problem or population.”

### ▪ **Characteristics of Social Survey**



### ▪ **Objectives of social survey:**

The following are the major objectives which social survey strives to achieve—

- a) Collection of data related to the social aspect of community-** Social survey studies individuals as members of society and in this way studies social circumstances and problems.
- b) Study of social problems, labor class and its problems-** In social survey social problems of the labor class like illiteracy, poverty, in sanitation, unemployment, drinking, crime, juvenile delinquency, prostitution, labor problems etc, are studied.
- c) Practical and utilitarian view point-** Studies of social survey are made from a practical and utilitarian view point in order that

suggestions for constructive programs in solving different problems may be offered.

**d) Search for causal, relationship-** Every social event has some reason or the other, so social survey is also done to find out the reasons behind the incident.

**e) Re –testing of social theories-** one of its main objectives is to re-test social theories.

**f) Formulation and testing of Hypothesis**

▪ **Subject matter of social survey:-** Broadly the subject matter of social surveys are divided into-

**1. Demographic features-**Demographic features come under the purview of organisation and working of family regarding such information as household composition, marital status are family planning programmes etc. the social conditions to which people are subjective this includes occupation, incomes, a housing amenities many of social action as conditioned by the social condition i.e. Social environment in which people live. So social condition are helpful to get the following information and there upon to establish the casual relationship to study the family relation. One would require information on the location the extent of relationship with elders etc.

**2. Social activities-**Social activities such as expenditure pattern, radio listening newspaper reading social mobility information for example to know the expenditure putter of a group of family house. It requires to the survey or following knowledge on expenditure habit say, expenditure towards family, clothing, education, cigarettes, cinema and other.

**3. Opinion and attitude –** Under this category are included surveys which are conducted to know the views, attitudes, values, and mental conditions of the people on various topics. Surveys conducted to get public opinion about referendum, untouchability, widow marriage, election related vote, etc are included under it.

▪ **Conclusion:-**

Social survey is a process by which quantitative facts are collected about the social aspects of a community's composition and activities. The survey remains of the most powerful, efficient, and cost effective method of research.