

3. The survey method is flexible to permit the use of various methods of collection of data.
4. The survey help the researches to face unanticipated problems.
5. Survey is useful in verifying theories

Limitations of Survey

1. Survey method is primarily meant for collection of data from primary sources. So its success depends upon the willingness and co-operations of the respondents.
2. The survey method depends primarily on verbal behaviour. The respondent can give misleading answers.
3. A sample survey is subject to sampling error.
4. There is a limit of the number of items of information that can be collected in a single survey. There is an optimal length of time for an interview.
5. A survey is very expensive in terms of time and cost.

RESEARCH DESIGN

Meaning

"A Research Design is the logical and systematic planning in directing the research. The design research from translating a general scientific model into varied research problem. But in practices in most of the basis it is just a plan of study. The research design can either be formal or informal.

Definition

1. "It constitutes the blue print for the collection, measurement and analysis of data" - Philips Bernard S
2. It "provides a systematic plan of procedure for the researcher to follow" -Best John N
3. "The design research from controlling general scientific model into varied research procedure"- P.V. Young
4. "A research design is "the programme that guides the investigator in the process of collecting, analysis and interpreting observations". - David and Shava

A research design addressers itself to certain key issues such as:

- a) What is the problem uncles study?
- b) What is the major research question?
- c) What is the area of the study?

- d) How many people will be study?
- e) How this people will be selected?
- f) What methods and techniques will be used to collect data from them?

Features of Research Design

- a) It is a plan that specifies the objectives of study and the hypothesis to be tested.
- b) It is an outline that specifies the sources and types of information relevant to the research question.
- c) It is a blueprint specifying the methods to be adopted for gathering and analysis of data.
- d) It is a scheme defining the procedure involved in a research process.

Features of a good Design

A good design has the following features.

- 1. Flexibility
- 2. Efficiency
- 3. Appropriate
- 4. Economical
- 5. Minimum error
- 6. Maximum reliability
- 7. Smallest experimental error
- 8. Maximum information

Why a Research Design

- 1. Research Design is needed because it helps in the smooth sailing of Research operations.
- 2. A Research without a pre-drawn plan is like an ocean voyage without mariners compus.
- 3. The Research Design helps in providing direction our study.
- 4. It prevents welter in a study.
- 5. The use of Research Design prevents blind search.
- 6. A Research Design fixes clear cut boundaries to a research.
- 7. It makes the research systematic