SEC POLITICAL SCIENCE

NAME-ASTHA

SEM-4

ROLL NO.-BAP/18/162

Q) DISCUSS THE MERITS AND DEMERITS OF

QUESTIONNARE METHOD?

ANS) QUESTIONNAIRE METHOD is a data collection technique in which the respondents are asked to give answers to the series of questions, written or verbal , about a particular topic.

FOLLOWING ARE THE MERITS OF QUESTIONNAIRE METHOD:

* Economical : The cost of conducting the study with the help of questionnaire method is very low. There is no need to visit each and every respondent personally.
* Wide Coverage: It is probably the best method to collect information. Questionnaire makes it possible to contact with many people who could not otherwise be reached. It can cover a large group at the same time.
* Rapidity: Replies may be received very quickly in questionnaire method. Therefore in comparison with other methods, the mailed questionnaire is the quickest method.
* An Easier Method: Questionnaire is comparatively an easier method to plan and administer. It does not require much technical skill or knowledge.
* Less Pressure on the Respondents: It puts less pressure on the respondents for immediate response. He can answer it at his own free time.

* Uniformity: It helps in focusing the respondent’s attention on all the significant items. Questionnaire does not permit much of variation.
* Anonymity: The respondents have a greater confidence that they will not be identified by anybody for giving a particular view or opinion. They feel more comfortable and free to express their view in this method.
* Most Flexible Tool for Data Collection: Questionnaire is no doubt the most flexible tool in collecting both quantitative and qualitative information.

FOLLOWING ARE THE DISADVANTAGES OF QUESTIONNAIRE METHOD:

* Limited Response: One of the major limitations of the questionnaire is that it can be applicable only to those respondents who have a considerable amount of education. It can neither be used for illiterate nor for semi-literate persons.
* Lack of Personal Contact: As in case of questionnaire the researcher does not go to the field, he is not able to establish a proper personal relationship with the respondents.
* Poor Response: In case of mailed questionnaire method, the proportion of return is usually low.
* Unreliability: If the subject misinterprets a question or gives an incomplete or indefinite response very little can be done to connect such response.
* Not Suitable for Delicate Issues: Some of the research areas are so delicate, sensitive, intricate and confidential in nature that it becomes difficult to frame questions on them.
* Response from Improper Representative Section of People: The respondents who return the questionnaires may not constitute a representative section of the entire group. Some of the important sections of the group may totally remain silent.
* Incomplete Entries: Often most of the respondents fill up the questionnaire form very poorly. They sometimes leave out many questions altogether or fill in such a way that, it becomes very difficult on the part of the investigator to follow those responses.
* Useless in Depth-Studies: In questionnaire method, it is not possible on the part of the researcher to conduct an intensive or in-depth study of the feelings, reactions and sentiments of the respondents.