

1.3 QUANTITATIVE METHODS



Surveys

Use this research method to quickly gather large amounts of data.

How-to

- 1 Conduct preliminary research to understand the context, identify key stakeholders, and gather background information. This helps in framing relevant questions.
- 2 Develop survey questions that align with the research objectives. Close-ended questions yield numerical data for trend analysis while open-ended questions offer opportunities to share deeper insights.
- 3 Ensure that the questions are clear, unbiased, focused and relevant to the target audience. Provide enough context for respondents to answer accurately.
- 4 Pilot the survey and iterate based on feedback before administering it to a larger audience.
- 5 Develop a clear plan for carrying out and disseminating the survey, specifying where, when, and how it will be administered.
- 6 Remove incomplete and incorrectly filled responses from the data.
- 7 Analyse and summarise key results from your data.