

# University of Mumbai



M.Sc in Information Technology  
Revised Syllabus 2019-2020

**PSIT101 & PSIT1P1 - Research in Computing**

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DR. (MRS.) R. SRIVARAMANGAI

HEAD, DEPARTMENT OF INFORMATION TECHNOLOGY

RSRIMANGAI@UDIT.MU.AC.IN

# UNIT II - **RESEARCH METHODS AND DATA COLLECTION**

BASED ON WILLIAM G. ZIKMUND

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# Chapter 9:

## SURVEY RESEARCH

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- The purpose of survey research is to collect primary data—data gathered and assembled specifically for the project at hand.
- People who verbally answer an interviewer's questions or provide answers to written questions
- **Sample survey**, emphasizes that the purpose of contacting respondents is to obtain a representative sample, or subset, of the target population.

# Survey Research

Identifying characteristics of target markets, measuring customer attitudes, and describing consumer purchase patterns are all common business research objectives.

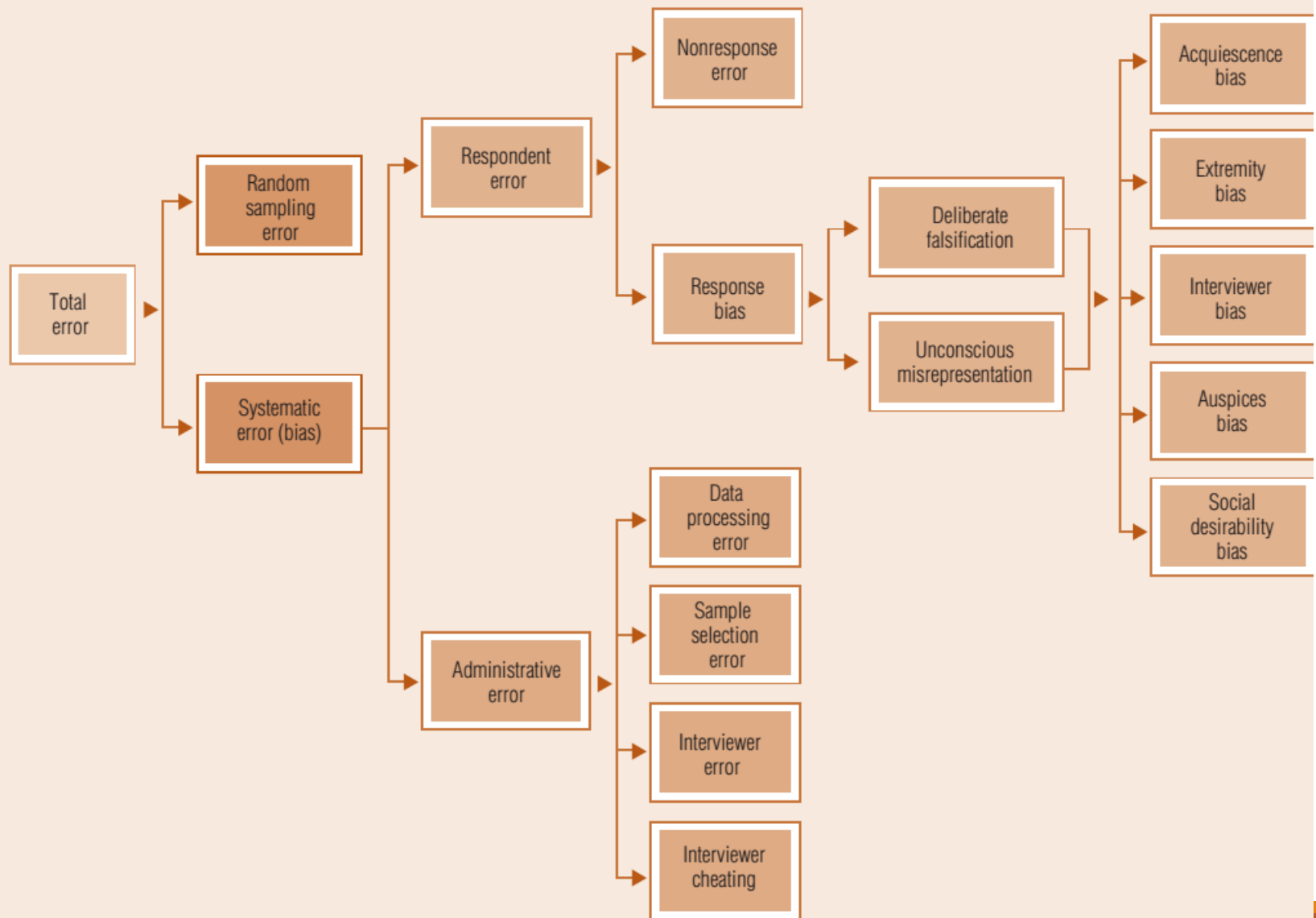
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Survey research is descriptive research, the term survey is most often associated with quantitative findings

Advantage is that Surveys provide a quick, inexpensive, efficient, and accurate means of assessing information about a population

The disadvantages of specific forms of survey data collection—personal interview, telephone, mail, Internet, and other self-administered formats

# Errors in Survey Research



# Classifying Survey Research Methods

## **Structured/Unstructured and Disguised/ Undisguised Questionnaires**

A question that imposes a limit on the number of allowable responses.

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A question that does not restrict the respondents' answers.

Straightforward questions that assume the respondent is willing to answer.

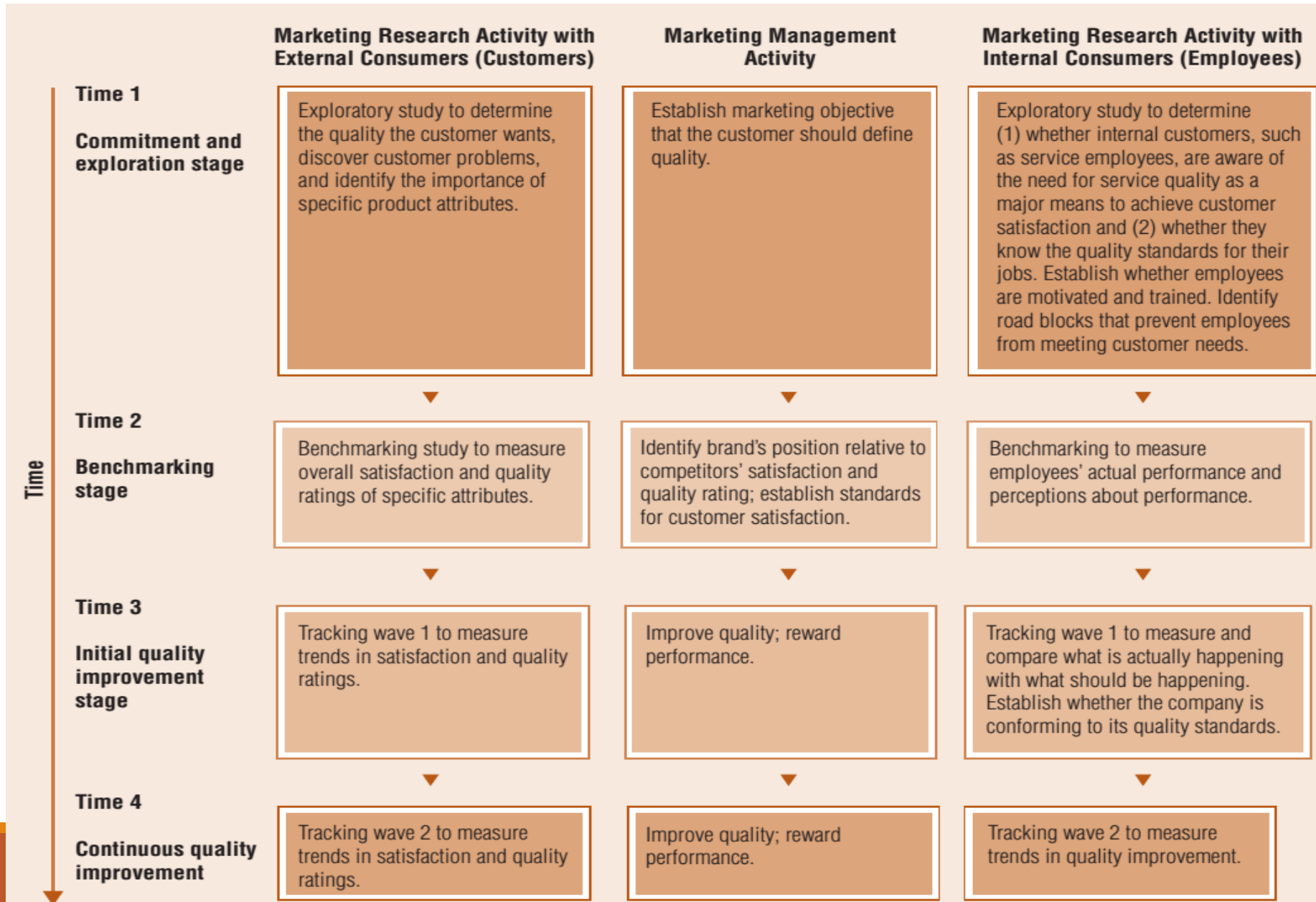
Indirect questions that assume the purpose of the study must be hidden from the respondent.

# Temporal Classification

**Although most surveys are for individual research projects conducted only once over a short time period, other projects require multiple surveys over a long period. Thus, surveys can be classified on a temporal basis.**

- **CROSS SECTIONAL STUDY** : A study in which various segments of a population are sampled and data are collected at a single moment in time
- **LONGITUDINAL STUDIES** : A survey of respondents at different times, thus allowing analysis of response continuity and changes over time
  - A type of longitudinal study that uses successive samples to compare trends and identify changes in variables such as consumer satisfaction, brand image, or advertising awareness – **Tracking study**
  - A longitudinal survey of the same sample of individuals or households to record their attitudes, behavior, or purchasing habits over time – **Consumer Panel**

# Total Quality Management and Customer Satisfaction Surveys - A business philosophy that emphasizes market-driven quality as a top organizational priority





Quality Dimension	Characteristic	Example
<b>Goods</b>		
Performance	The product performs its core function.	A razor gives a close shave.
Features	The product has auxiliary dimensions that provide secondary benefits.	A motor oil comes in a convenient package.
Conformance with specifications	There is a low incidence of defects.	Napa Valley wine comes from Napa Valley.
Reliability	The product performs consistently.	A lawn mower works properly each time it is used.
Durability	The economic life of the product is within an acceptable range.	A motorcycle runs fine for many years.
Serviceability	The system for servicing the product is efficient, competent, and convenient.	A computer software manufacturer maintains a toll-free phone number staffed by technical people who can answer questions quickly and accurately.
Aesthetic design	The product's design makes it look and feel like a quality product.	A snowmobile is aerodynamic.
<b>Services</b>		
Access	Contact with service personnel is easy.	A visit to the dentist does not involve a long wait.
Communication	The customer is informed and understands the service and how much it will cost.	A computer technician explains needed repairs without using overly technical terms.
Competence	The service providers have the required skills.	A tax accountant has a CPA certification.
Courtesy	Personnel are polite and friendly.	Bank tellers smile and wish the customer a "good day" at the close of each transaction.
Reliability	The service is performed consistently and personnel are dependable.	Employees of the office cleaning service arrive on schedule every Friday evening after working hours.
Credibility	Service providers have integrity.	The doctor who is performing a heart transplant is trustworthy and believable.