

## Telephone Survey

Surveys are also conducted through telephone, and now-a-days we must have seen programmes asking you must send your views through mobile phones, SMS. The telephone survey helps in saving time. However, since the respondents do not know the interviewer, the technique is fraught with uncooperativeness, reluctance, and superficial answers by the respondents. There is also a possibility that those responding may differ from those not responding, e.g. on age, gender, income levels, education levels, etc., besides their psychological characteristics. This lead will lead to very biased kinds of results.

The method of observation have been discussed. This method is also used for conducting surveys. Each method has its

own advantages and limitations. The researcher needs to exercise caution in selecting a particular method.

The survey method has several advantages. First, information can be gathered quickly and efficiently from thousands of persons. Second, since surveys can be issues arise conducted quickly, public opinions on new issues arise. There are some limitations of a survey too. First, people may give inaccurate information because of memory lapses or they may not want to tell the researcher know what they really believe about a particular issue. Second, people sometimes offer responses they think the researcher want to hear.