

The very first task when identifying local problems in a particular region is a survey of the local population. Surveys are divided into standardized and non-standardized ones.

Standardized surveys can be considered as rigorous surveys that primarily give a General idea of the problem under study.

Non-standardized surveys are less strict than standardized ones, and they do not have a strict framework. They allow you to vary the behavior of the researcher depending on the response of respondents to questions. While creating surveys, first formulate program questions that correspond to the solution of the problem, but which are only accessible to specialists. Then these questions are translated into questionnaires, which are formulated in a language that is accessible to a non-specialist.

Types of surveys:

1. Questionnaires
2. Ladder method
3. Free
4. Oral
5. Written
6. Standardized

Rules for creating questions:

Each question should be logical and separate.

It is forbidden to use words and special terms that are not widely used or understood.

Questions should be brief.

If necessary, the question may be accompanied by an explanation, but the wording itself should remain concise:

- Questions should be specific, not abstract.
- Questions should not contain a hint. If it mentions possible answers, then the list should be complete.
- The wording of the question should prevent getting boilerplate answers.
- The question should not force respondents to give unacceptable answers.
- The language of questions should not cause disgust (for example, be too expressive).
- Questions of a suggestive (suggestive) nature are not allowed

Types of questions in accordance with the tasks to be solved

- Closed (structured) questions involve selecting an answer from a list. Closed questions can be dichotomous ("Yes/no") or multiple-choice, i.e. provide more than two possible answers.

Attention! Answers to closed questions are easy to process; the disadvantage is the high probability of thoughtlessness of answers, their random choice, and automatism in the Respondent.

- Open (unstructured) questions are justified at the stage of testing, piloting, determining the research area and as a control. Answers to an open question allow you to identify

the dynamics of opinions, assessments, moods, value orientations, and so on. For example: "What does not suit you in your entrance"?

The order of the survey:

1. Introduce yourself
2. Explain the reason
3. Warn about the secrecy of responses
4. Warn about the duration of the survey
5. Thank the Respondent

Hello there! My name is _____ Please let me ask you a few questions, none of your personal data will be affected. This survey is done in order to identify the existing order of recording the survey in your home/street/village/region/city

Respondent's full name

Paul

Age

Region/district/city

Type of activity

Errors and Inaccuracies in the survey process

❖ Non-response.

Refusals to answer questions. Some people refuse to answer questions from strangers (especially if these answers will be recorded)

- Distance from the topic or question. Some respondents may gradually, in the course of the survey to move away from the topic, problem, etc. N: to the question 'Where Do you think you can arrange a meeting of local leaders?' he/she may respond: 'no one cares, because the generation is wrong. All just to smoke, drink, etc. And such as you work for America and send our data there. You are America's spies.'
- Incorrect coverage of the observation area

❖ *Incorrect location selection* can also affect the survey result. Here we are talking about the fact that when choosing people for your survey, you should try to reach as many different people as possible by qualitative characteristics, such as gender, age, occupation, etc. Otherwise, the survey is unrepresentative.