

CONDUCTING SOCIOLOGICAL RESEARCH AMONG THE POPULATION

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Annotation

This article provides detailed information about conducting sociological research among the population, the definition of the questionnaire method, which is one of the methods of conducting sociological research, the structure of questionnaire questions, the order of placing answers, the advantages and disadvantages of the questionnaire method, and the procedures for conducting it.

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Introduction: Sociological research is conducted in order to study social problems in social reality and find solutions for solving them. In this case, it is necessary to study what kind of social danger the problem is in which area, the reasons for its origin and the attitude of individuals in the process of development. Various social problems are studied in the process of sociological research. Sociological methods can be used to study such problems.

Sociological research is the study of social objects, relations, processes aimed at obtaining new information and determining the laws of social life based on the theories, methods and procedures adopted in sociology. The main methods of sociological research are: observation, experiment, analysis of documents, survey. The observational method of sociological research can be used in sociological research to study social problems in specific situations and in specific groups.

The survey method is usually obtained through questionnaires and interviews. In today's article, we will get acquainted with the methods of conducting sociological research using questionnaires. Also, in sociological research, the questionnaire method consists of a set of interrogative judgments arranged in sequence, content and form, embodied in the form of a survey. Questions can be open-ended, where the respondent must express his or her opinion freely, and closed-ended, when you have to choose one of the proposed alternative answers.

George Gallup, an American journalist, psychologist and statistician, used the first survey method in his "Objective method of determining readers' interest in newspaper materials". Later, from 1932 to 1936, while working at an advertising agency, he was one of the first to use the questionnaire method among clients to study the market.

Each specific sociological study requires a special questionnaire, all of which have a common structure. Any questionnaire consists of three main parts: an introduction, the main part, and the final part. In the introduction, who is conducting the research, its goals and objectives, the method of filling out the questionnaire, the anonymous nature of its filling is emphasized, and thanks for participating in the survey. The introduction comes with instructions for completing the questionnaire. Creating the main part of the questionnaire is of particular importance, because the success of the research will largely

depend on it.

The content of the questionnaire (the nature and types of the questions asked, the order of their placement, formalization of the expected answers) is determined by the desire to obtain the most reliable information about the studied object. For this, it is necessary to know well the system of questions that form the content of the questionnaire. Forming questions is the most difficult stage of survey preparation. When creating the main questionnaire, it is important to consider first of all its functional role as a means of obtaining information about the studied object, the most suitable questions for achieving this goal, their type and form, and their sequence. Questionnaire questions should be understandable for respondents, grammatically and lexically very simple, take into account their general development level, cultural characteristics and level of awareness in the field related to the research topic. Questions should not be a hidden form of statements, they should impose the position of the sociologist and help to form an opinion about the objects and events that the sociologist seeks to know.

As in an interview, questionnaire questions can be structured in both open and closed forms. Therefore, first of all, it is important to decide which type of questions - open or closed - you prefer. Eligibility criteria here are similar to those used in formal interviews. One of the main requirements for formulating answers to closed questions is to avoid logical errors: intersection of concepts, rules of a number of definitions describing different aspects of the analyzed phenomenon, etc. The final section contains information about the respondents to check the reliability of the data. It consists of questions related to the respondent's gender, age, education, place of residence, social status and origin, work experience, etc.

The questionnaire includes the processes of creating the questionnaire, checking it, testing it, and clarifying it. To evaluate the quality of the questionnaire, pilot studies should be conducted. In this, the content of the questionnaire, the text and sequence of questions, answer options, etc. are checked. Every experienced sociologist can conduct an interview in the micro application (up to 100 people) by determining the respondent's answers, his attitude to the content of the questions, their understanding and perception, and the time spent on the survey. All this makes it possible to identify the shortcomings of the tools, correct them and adapt the questionnaire to mass work. After collecting the questionnaires, their processing and data analysis will begin. The analysis shows that the questionnaire survey method is the most important method of collecting primary data in social research. The quality of the questionnaire is determined by the level of fulfillment of two main conditions:

1. the text of the questions should correspond to the research task, i.e., it should provide information about the character being studied;
2. Words should match the capabilities of the respondent as a source of information, that is, the questions should not make unbearable demands on the respondent, his memory, analytical capabilities, and ideas about self-esteem.

In the final part of the questionnaire, there are questions that answer the basic, status information about the respondents, gender, age, education, work experience, marital status, main occupation, source and amount of income. It is better to formulate such questions in a closed form, dividing the continuum (a sequence of quantitative values) into intervals. This significantly speeds up survey completion and processing. Closed-ended status questions should be formulated using non-ambiguous terms. Also, in a closed question, it is recommended to avoid terms that lower the status of the respondent. For example, certain job titles should be used to register groups of workers with different skill levels.

Conclusion: In conclusion, it is worth noting that in the process of studying any social problems, it is necessary to know the correct selection of sociological research methods. As a result, at the end of the research, it is possible to form correct hypotheses during data processing. You can see the application procedure in the attachment below.

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