

STRUCTURE AND APPLICATION OF QUESTIONNAIRE METHOD IN SOCIOLOGICAL RESEARCH

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DOI: 10.5958/2249-7315.2022.00154.X

ABSTRACT

The questionnaire method, which is one of the methods for conducting sociological research, is described in detail in this article, including the structure of questionnaire questions, the layout of the answers, the advantages and disadvantages of the questionnaire method, and the procedures for conducting it.

KEYWORDS: *Research; Respondent; Formulate A Questionnaire; Sections Of The Questionnaire, The Introductory Part, The Main Part, The Final Part, Questions Comb, The Conditions Of The Shelves: Open, Closed And Semi-Open Answers; Main And Auxiliary (Contact, "Filters", Control) Questions; Direct And Indirect Questions; Structure Of The Questionnaire; Rules For The Formulation Of Questions, Setting The Audience, Processing Of Initial Collected Data.*

INTRODUCTION

Sociological research is carried out with the goal of researching and solving social problems in the real world. This necessitates research into what type of social threat exists in which place, the causes of its occurrence, and the attitudes of those involved in the growth process. Various societal concerns are investigated during sociological research. Sociological approaches can be used to investigate such issues.

What exactly is sociological research?

Sociological research is the study of social objects, interactions, and processes with the goal of gaining new knowledge and finding social laws using sociological theories, methodologies, and procedures [1]. It consists of the main methods of sociological research: observation, experiment, analysis of documents, survey methods. The method of observation of sociological studies social problems in sociological studies can be used in specific situations and in certain groups [1; 25].

Questionnaire is a method of collecting primary data by asking questions to a specific group of people (respondents) [2; 221]. A questionnaire and an interview are frequently used to acquire the survey approach. In today's essay, we'll learn about the procedures for doing sociological research using the survey method's questionnaire. In sociological research, the questionnaire method consists of a set of interrogative sentences arranged in a questionnaire by sequence, topic, and form. Open questions are those in which the respondent is allowed to voice his opinion, whereas closed questions are those in which you must choose one of the provided potential solutions [3; 285].

An American journalist, psychologist, and statistician named George Gellap employed his first

survey approach on the issue "the purpose of determining readers' interest in the newspaper's materials." He was one of the first to research the market and apply the questionnaire approach among clients while he worked in an advertising agency in 1932-1936 [2]. Each sociological study necessitates the design of a unique questionnaire, all of which will follow a similar format. Any questionnaire consists of three main parts: the introduction, the main part, the final part.

MATERIALS AND METHODS

It will be highlighted who is conducting the study, its aim and objectives, the technique of filling out the questionnaire, the anonymity of filling it out, as well as gratitude for participation in the questionnaire in the introduction section. Instructions for filling out the questionnaire should be included in the introductory section. The conclusion of the major part of the questionnaire is particularly important, since it will have a significant impact on the study's success. The goal to gather the most trustworthy information about the topic under study determines the substance of the questionnaire (the content and types of questions asked, the order in which they are placed, and the formalization of expected replies). To do so, you'll need to be familiar with the question system that will be used to create the questionnaire's content. The most challenging part of the questionnaire preparation is coming up with questions.

When compiling queries for the major portion, it's vital to consider their functional role in the instrument's quality for acquiring information about the topic under study, the questions that are best suited for this goal, their type and form, and sequence. Respondents should be able to understand the questionnaire questions, which should be fairly easy in terms of language and lexicon, and take into account their overall level of development, cultural features, and level of awareness in the subject relevant to the topic of the questionnaire. Questions should not be a hidden form of statements, load the position of the sociologist and help to form an opinion about the objects and phenomena that the sociologist seeks to know. As with interview, questions in the questionnaire can be structured both in open and closed forms. Therefore, it is important, first of all, to decide what kind of questions - open or closed - to give preference. Here, the preference criteria are similar to those used in the official interview. Making logical errors is one of the most important prerequisites for forming responses to closed questions: the intersection of the circle of concepts, the rules of a number of definitions that characterize distinct sides of the phenomenon being studied, and so on.

Questions might be asked directly ("Are you content with your work?") or indirectly ("Under what circumstances do you change jobs?"). Its meaning should be the same for the sociologist and the respondent because it was designed to directly answer the question. The response to the indirect question is encrypted in another sense, hidden from the respondent, so if a topic that the respondent is interested in is mentioned, questions on that topic are included in the questionnaire. Questions can also be asked in personal and general forms, especially questions aimed at determining the assessments and opinions of respondents. The general form is used when it is necessary to disclose an opinion that does not correspond to a generally accepted opinion. The standard words for starting common questions are: "there is some kind of a look ..." or "some people think so ...". The general question ends with asking the respondent to indicate the most acceptable from the point of view given in the question. All the questions of the questionnaire are divided into programming and test questions in terms of their relevance to the solution of the main task of the study. The purpose of the Test questions is to contribute to the solution of the main task of the study. These include control questions, filter questions, and trap questions.

The first is entered into the questionnaire to clarify or confirm the answers to other questions, the second - to exclude the answers of incompetent or undesirable people in the processing of the set of answers. Again, others will help to distinguish the answers of unscrupulous respondents.

RESULT AND DISCUSSION

Control questions are projective queries regarding a hypothetical circumstance. The direct question of job happiness, for example, can be supplemented by the question of the conditions under which the respondent can leave this position. Controlling the competency of the responders is crucial while gathering information regarding events and products of activity. If the study's subject is an evaluation of events or products of activity, the control and filter questions should focus on determining the respondents' knowledge with the assessment's subjects - phenomena or products of activity [4; 114]. The final section contains information on the respondents in order to verify the data's veracity. It will consist of questions related to the gender, age, information of the respondent, place of residence, social status and Origin, work experience, etc. [1: 5; 28]. Drawing up a questionnaire involves checking it, testing it, clarifying it. To determine the questionnaire's quality, it is subjected to experience testing. The content of the questionnaire, the text and sequence of questions, the answer possibilities, and so on are all considered during the process. Micro instances (up to 100 people) are carried out in the form of an interview by a professional sociologist, with the identification of the respondent's replies, his attitude toward the content of the questions, their knowledge and perception. The time spent on the survey must be determined. All of this enables you to identify the tools' flaws, correct them, and tweak the questionnaire for widespread use. After collecting the surveys, the data is processed and analyzed. As can be seen from the analysis, the questionnaire survey method is the most important method of collecting primary data in Social Research. The quality of the questionnaire depends on the fulfillment of two main conditions:

- 1) The text of the questions should correspond to the research task, that is, give information about the character under study;
- 2) Words should correspond to 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, his ideas about self-esteem.

In the final part of the questionnaire, there are questions that answer basic, status information about respondents, gender, age, information, work experience, marital status, basic occupation, source and amount of income. It is better to formulate such questions in a closed form, depending on the characteristics, dividing them into intervals in the content (sequence of quantitative values). This will substantially speed up the completion and processing of the questionnaire. Closed-ended status queries should be phrased in non-ambiguous ways. It's also a good idea to avoid phrases that degrade the respondent's status in the closed question. It is required, for example, to utilize the titles of particular positions when registering groups of workers with varying levels of competence. The last section of the questionnaire is located at the end.

CONCLUSION

In place of a conclusion, it is worth mentioning that it is critical to understand the methodologies of sociological research while researching any social issue. As a result, at the end of the study, it will provide an opportunity to formulate correct hypotheses in the process of data processing.

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