

THE PROBLEMS OF IMPLEMENTING SURVEY METHODS IN RESEARCHING PROCESS

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ABSTRACT: This thesis provides a comprehensive examination of survey methodology and its methodological foundations, widely applied in modern scientific research. The study analyzes the essence, forms, types, and practical mechanisms of conducting surveys within a structured scientific framework. Key methodological aspects such as identifying the purpose of the survey, selecting respondent groups, developing question typologies, and ensuring anonymity and reliability are discussed in detail. In addition, the study highlights methodological approaches used in qualitative and quantitative research, criteria for assessing validity and reliability, as well as procedures for data processing, analysis, and interpretation. The findings demonstrate that survey methodology is an effective, accurate, and systematic tool for data collection in scientific investigations.

Keywords: survey, methodology, respondent, questionnaire, validity, reliability, research, data analysis.

INTRODUCTION

In contemporary scientific research, surveys represent one of the most reliable and effective methods for collecting empirical data. They enable researchers to examine individuals' opinions, attitudes, motivations, needs, and experiences across various fields, including social sciences, education, psychology, economics, and management. Today, surveys play a crucial role in evaluating the effectiveness of educational reforms, analyzing teaching and learning processes, and identifying the needs of students, teachers, and parents. The importance of survey methodology lies in its ability to gather a large amount of information in a short time, organize data systematically, and draw scientifically grounded conclusions. However, the effectiveness of a survey is determined by how well its methodological foundations are applied. This includes carefully constructing questions, selecting an appropriate respondent sample, creating suitable conditions for administering the survey, and ensuring accurate data processing and analysis. Recent scientific studies show that many research errors stem from poorly constructed surveys, ambiguous questions, or methodological inaccuracies. Therefore, studying the theoretical and methodological principles of survey methodology, exploring its practical applications, and understanding its guiding principles is essential. This thesis analyzes the theoretical and methodological bases of survey methodology, discusses the stages of survey development, explores question-design principles, identifies criteria for selecting respondents, and outlines methods for data processing and interpretation. These elements collectively serve not only as practical guidelines but also as analytical tools for researchers.

MAIN PART

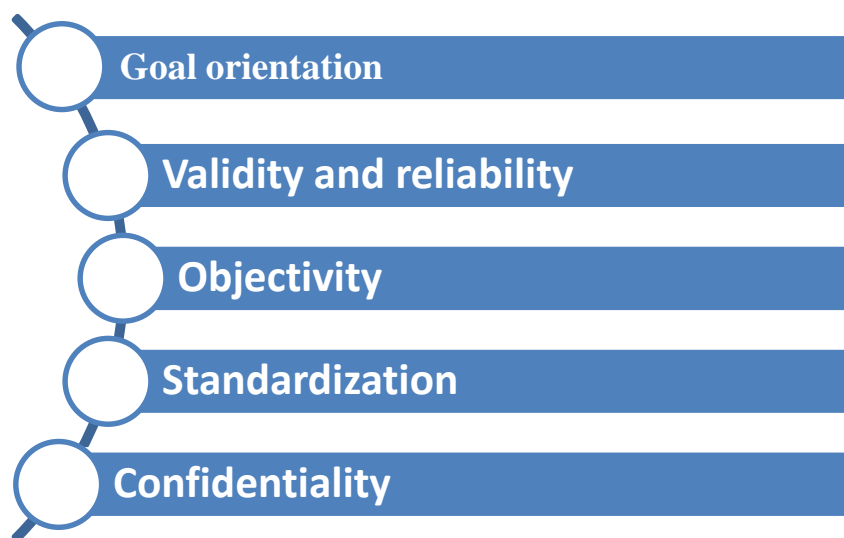
Survey methodology is one of the most widely used empirical methods in contemporary scientific research. It serves as a systematic tool for examining respondents' views, needs, attitudes, and experiences. Its methodological structure is grounded in clear research objectives, hypotheses, sample quality, and precision in question design. In this regard, survey methodology is not merely a collection of questions; it is a scientifically structured plan that encompasses theoretical principles, methodological approaches, and research design.

1. Theoretical Foundations of Survey Methodology

Survey methodology is based on structured communication. Although direct interaction between the researcher and respondent may not occur, communication is established through the content and structure of questions. Standardization plays a crucial role here, as it ensures comparability and consistency of responses across the entire sample. The methodology is widely used in sociology, pedagogy, psychology, management, and related fields, making it possible to study human factors across diverse contexts.

2. Fundamental Methodological Principles of Survey Research

The effectiveness of a survey depends on how well methodological principles are applied. These principles include:



3. Survey Design and Methodological Requirements for Question Construction

Survey design requires careful attention to each question's semantic load, grammatical clarity, logical structure, and conceptual relevance. Scientifically, survey questions are usually divided into two major types:

- Open-ended questions

These allow respondents to express their thoughts freely.

They yield rich qualitative data but require more complex coding and analysis.

- Closed-ended questions

Respondents choose from predetermined options.

They are ideal for statistical analysis and help create clear measurement indicators.

Additional elements of survey design may include:

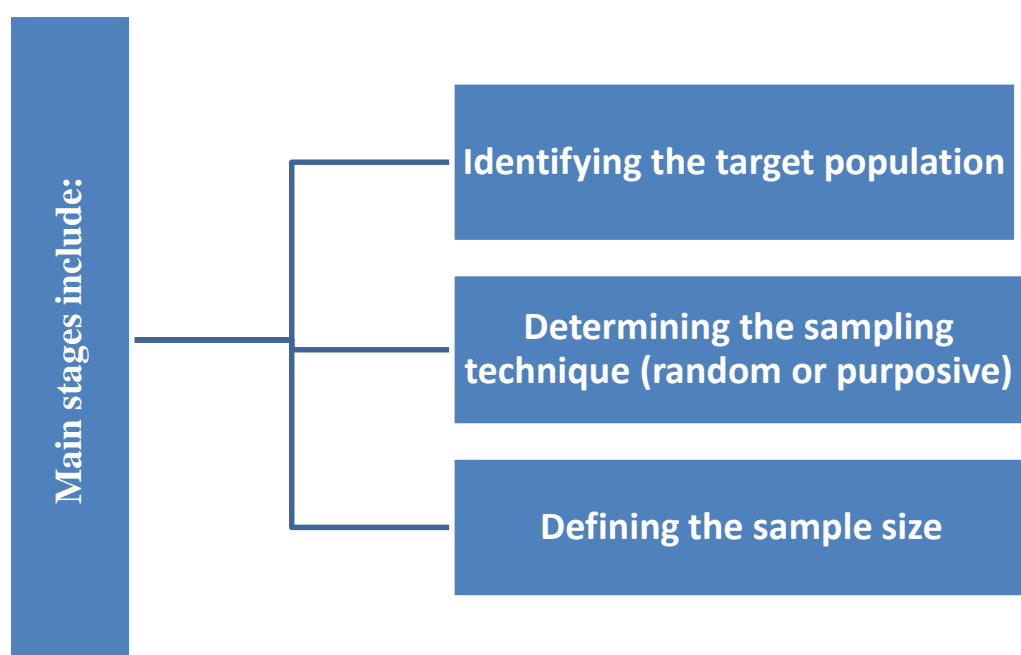
-Likert-scale items

- Bipolar scales
- Ranking and rating items
- Demographic information
- Psychometric measurement tools

Structuring questions into thematic blocks is a key methodological requirement that enhances clarity and improves respondent engagement.

4. Sampling Methodology

The reliability of research findings depends on the quality of the sample.



A representative sample ensures that the results can be generalized to the entire population.

5. The Process of Conducting the Survey and Data Processing

Surveys may be conducted online, offline, or using mixed modes. Methodologically, the following steps are essential:

- **Pilot testing**

Conducting a pilot survey helps identify unclear or misleading questions, assess completion time, and test logical flow. It significantly improves the reliability and clarity of the final instrument.

- **Refinement of questions**

Based on pilot results, questions are revised for semantic clarity, accuracy, and improved response quality.

- **Respondent instructions**

Clear instructions enhance the accuracy of responses and reduce confusion during completion.

- **Coding and digital entry**

Data must be coded according to a predefined system and entered into statistical software such as SPSS, Excel, Jamovi, or R for further analysis.

- **Data processing and interpretation**

The researcher analyzes quantitative data using descriptive and inferential statistical techniques (percentages, means, correlations, ANOVA, etc.).

Findings must then be interpreted and linked to the research objectives.

6. Ethical Norms and Methodological Requirements

Ethical considerations are inseparable from methodological rigor. Key ethical principles include:

- informed consent;
- respect for confidentiality;
- voluntary participation without psychological pressure;
- ethical use and storage of collected data.

Compliance with these principles ensures the scientific integrity and moral legitimacy of the research.

CONCLUSION

Survey methodology plays a vital role in modern scientific research as an effective empirical tool for studying human behavior, social dynamics, and pedagogical or psychological issues. Its methodological foundations clear goals, scientifically designed questions, representative sampling, and accurate data analysis are essential for producing reliable and objective scientific results. The study confirms that survey effectiveness is strongly linked to the accuracy of question structure, standardized format, consideration of respondents' psychological conditions, and adherence to validity and reliability criteria. In

addition, a representative sample, logically grouped questions, and pilot testing significantly enhance the scientific value of survey outcomes.

In conclusion, a properly designed survey allows researchers to uncover the true essence of a phenomenon, analyze respondents' views scientifically, and derive meaningful statistical generalizations. Survey methodology, therefore, is not merely a tool but a theoretically grounded and methodologically structured scientific approach that shapes the depth and quality of research findings.

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