**PET - QUESTIONNAIRES**

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| **Define the** **method** | **Where the participant answers a set of questions either by themselves or where the researcher asks and then ticks the answer. Could include closed or open questions with choices to select** |
| **Example(s)** | **Sex Survey, British Crime Survey, Census** |
| **Circle correct** | **Quantitative** | **Qualitative** | **Positivist** | **Realist** | **Interpretivist** |
|  | **Strengths**  | **Weaknesses**  |
| **Practical** | * Quick for the participant to complete.
* Easy to quantify – turn into statistics and see the results.
* Don’t have to recruit or train interviewers because the respondents fill it in themselves.
* Can be spread over a wide geographic area e.g. internet/post.
* Can complete a pilot survey e.g. Sex survey.
 | * People could lie or be dishonest (might rush it).
* Data is limited
* Postal and online – researcher can’t be sure the participant received it or that the intended person completed it.
* Might not be suitable for some topics – low response rate.
* May not be suitable for children, people with reading difficulties.
* Can take time to put together the questions.
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| **Ethical** | * Consent is automatically implied by the participant completing it.
* Aims of research can be explained (informed consent).
* Easy to maintain anonymity e.g. crime survey.
* Data can be kept confidential – unable to link to the participant.
 | * Questions could be seen as intrusive – participants under no obligation to answer them.
* Not very useful for very personal topics e.g. domestic violence. Has to be very carefully put together if it is going to be done e.g. sex survey.
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| **Theoretical** | * Very reliable – can be repeated and get similar results and show trends. More so if a pilot study has been completed. E.g. Census – has some of the same questions every 10 years.
* Can gather data from large numbers of people using representative samples e.g. sex survey, census.
* Data will be generalizable if the sample is representative.
* Positivists like this method because it provides quantitative data that can show trends and patterns within society e.g. sex survey found out about disease spread.
 | * Lack validity because they do not explore issues in great detail e.g. not going into depth about why someone thinks as they do or how they came to think that way.
* Interpretivists don’t like the method – doesn’t help in understanding the meaning behind behaviour. People might not give true answers as they have to select one.
* Reliability could be affected by questions being unclear, changes in circumstances of the participant and social desirability (wanting to make yourself look better). If completed on their own the participant might not be able to ask for clarification.
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