

Methods in social work

Business



Research Methods in Social Work

The article in question explores the application of statistical methods under research studies to carry out investigations, collect data, analyze, and establish the findings. It emphasizes on the use of survey in research and the appropriate sample size that is representative of the total population. This work will capture application of survey in political and entertainment pollster. A publication of World Bank explores the social and political characteristics of the contemporary society (World Bank, 2011)

This work explores the sampling techniques that are appropriate for undertaking a survey research in political and entertainment sectors.

Entertainment Survey

On the entertainment front, a survey was carried out among the students of AIU, which has a total population of 9000 students with age groups ranging across 17 years to 54 years. This means that the better part of the active population of the society was captured. The sample size randomly selected from the different age groupings was 300 students. These students were taken through oral interview on the amount of time that should be put on entertainment and this was the findings; 17yrs to 29yrs preferred 5 days a week, 30yrs to 38yrs opted for 3 days a week and the upper end of the age group proposed twice a week. This was a representative sample to the population at more than 30% and the findings give a true reflection of the general behavior across the social life of different age brackets in the world (Proquest, 2012).

Political Survey

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A survey undertaken by Gallup in December 2008 with a sample of 1500 people established that 44% of the Pakistani feels that Taliban has a negative influence In the social, economic and political aspect of their nation (Gallup world, 2009). This was not a sufficient representative sample to the population of about 177 (World Bank, 2011) million people but aspiring political leaders to formulate winning strategies could still use this. Political survey needs to capture regional dispersions and social stratification.

General Survey

A survey was conducted by the Princeton survey Research Associates for The Pew Research Center for the People & the Press asking the question ‘ Women get fewer opportunities than men for good jobs (Pew Research Center, 2012)? The survey only interviewed 3008 people from a total American population of 311, 591, 917 (U. S. Census Bureau, 2011) to publish the results and deem them accurate. This survey can be used by NGOs and different organizations championing women rights to further their propaganda against employers.

In a survey conducted by the Princeton survey Research Associates for The Pew Research Center for the People & the Press, asking the question it was realized that Women get fewer opportunities than men do for good jobs (Pew Research Center, 2012). This survey was carried out with a sample of 3008 persons out of the total US population of about 300 million (U. S. Census Bureau, 2011). This is one of the surveys important in affirmative action policies by the government and NGOs.

References

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