

What is polls?

A polls is one of the most common ways to collect the necessary information



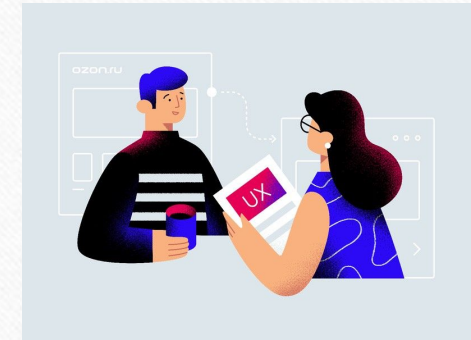
A sociological polls is a method of sociological research that consists in collecting and obtaining primary empirical information about certain opinions, knowledge and social facts that make up the subject of research through oral or written interaction between the researcher (interviewer) and a given set of respondents (interviewees, respondents).

Classification of opinion polls

According to the methodology:

of the
oral/written

According to the method of interaction with the audience,
individual
group



Direct and indirect

The direct survey (interview) takes place during a face-to-face conversation with the respondent. It is often conducted by representatives of the press. An indirect (correspondence) social survey can be carried out by phone, via the Internet, postal letters, etc. For its conduct, as a rule, a special questionnaire with questions is compiled, which is filled out by respondents. The results of this survey are interpreted to obtain the data needed by the sociologist.

Solid and selective.

The continuous study provides for a spontaneous survey of respondents of different genders, ages, social status and educational level. It covers the whole set of respondents (for example, members of the organization). A selective social survey provides for the selection of an audience in accordance with the subject of the study – a reduced copy of the general population. For example, to find out which milk formula is most often bought for children of a certain region, a sociologist can interview young mothers or nurses of perinatal centers.



Inductive and deductive approach.

When choosing an inductive method, the questions of the sociological questionnaire are thought out in a logical sequence from the particular to the general. The sociological questionnaire compiled by the deductive method reveals private empirical data by providing the respondent with general questions.

The main stages of conducting a sociological survey are:

The choice of the subject of the study.

Review of the necessary literature.

Building a working hypothesis.

Choosing a research program.

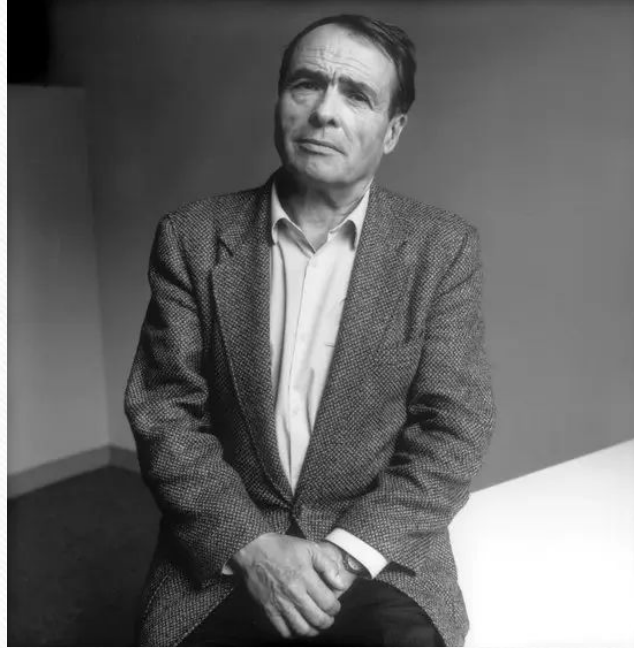
Direct data collection.

Analysis of the results.

Conclusions based on the collected data.



Processing and analysis of the results of a sociological study (survey) includes editing, coding, statistical analysis and further interpretation of the information received



The well-known French sociologist **Pierre Bourdieu** criticized the opinion polls.

Firstly, the researcher questioned the postulate that everyone has an opinion.

Secondly, Bourdieu criticizes the statement that every opinion is equally significant, and therefore they can be summarized and given in an average form.

Thirdly, the sociologist considers it illegal to ask everyone the same question. In his opinion, this covertly indicates the existence of a consensus on a certain issue, which is not always true.