

Pilot Survey

Dr. Paromita Chakraborty, Surendranath College

A pilot survey is a mini-survey where the researcher sends out a questionnaire to a smaller sample size compared to the actual target audience. By collecting information from a convenience sample, the response patterns of participants are predicted and one can make any required changes to the research.

This study seeks to find out whether large scale research can be conducted in a manner that has been decided or not. It is studied to test the process of the main study, which is to test whether the steps that are taken are feasible or not.

Hence pilot survey helps to identify and address any issues that can affect the actual survey. A pilot survey is a cost-effective method of data collection in the long run. It saves a lot of time and money because one can identify and correct any mistakes that would have ruined the overall data-gathering process.

Various disciplines carry out research on a large scale such researches involve a large sample and are time-consuming and costly. There are various method and techniques, whether scientific or not, that are chosen as suitable to carry out the research. A pilot survey is carried out before the actual research to check the feasibility and validity of the methods and techniques that are chosen among the same area but in a smaller sample.

With a pilot survey, one can also measure the validity of the research process. Results from the survey can be used to determine the effectiveness of the research method. A pilot survey is also an opportunity to test alternative methods and choose the ones that produce the most valid results for the actual research.

From the pilot survey results, one can make any required changes to one's data collection method to help you improve your research. It is also an opportunity to get valid feedback from members of the convenience sample to help improve your data collection process.

A successful pilot study does not ensure the success of a research project. However, it does help to assess the approach and practice the necessary techniques required for the project. It gives an indication of whether one's project will work.

Further to see the problems that may occur regarding the time and resources and their feasibility. Problems like, the estimate of how much time the actual study will require, whether the equipment can be used as planned and whether the methods adopted are fit for the field that has been chosen for research.

Becoming fully aware of the methods chosen for the main research through the pilot study helps to use these methods better while conducting the main research since now the researchers are completely aware of the advantages and disadvantages of using the method and can modify the way it needs to be applied.