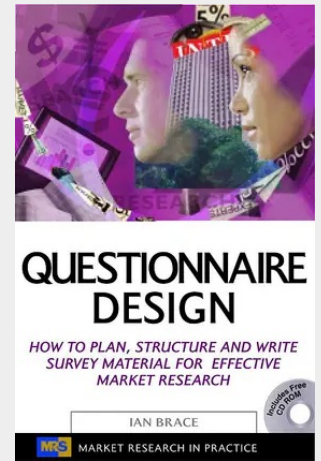


Brace

Questionnaire Design

How to Plan, Structure and Write Survey Material for Effective Market Research

Questionnaires are vital for the market researcher: they draw accurate information from respondents; give structure to interviews; provide a standard form on which facts, comments and attitudes can be recorded; and facilitate data processing. *Questionnaire Design* explains the role of questionnaires in market research, and looks at different types of questionnaire and when and how they should be used. It explains how to plan, structure and compose the right questionnaire for the research you are running. Contents include: objectives in writing questionnaires differences between data collection media planning your questionnaire writing the questions types of question using prompt material layout piloting ethical issues social desirability bias and how to avoid it issues in multi-national surveys Part of the new Market Research in Practice series, published in association with The Market Research Society (MRS), *Questionnaire Design* is an invaluable guide for anyone studying or practising market research. Packed with expert advice, it also includes examples of the most common errors and how to avoid them.



Auf Anfrage

Nicht mehr lieferbar

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