

Questionnaire Design

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

Will your questionnaire work as well as it needs to by today's standards? Use this new edition of the bestselling guide to make sure it does. Good data is central to information-based decision making. Increasing access to online survey software is allowing more organizations to benefit from contact with their customers, employees and the public. However, the challenges facing the questionnaire writer remain and the greater volume of surveys and demands on potential respondents' time is making the task even harder. Your questionnaire needs to work better than ever to keep their attention. **Questionnaire Design** provides comprehensive and practical guidelines to plan, structure and compose questionnaires across all industries and purposes, ensuring valuable data insights are captured with accuracy and efficiency. You can't write a good questionnaire unless you know exactly what you are trying to achieve. This updated fifth edition recognizes this fundamental challenge, with advice for gaining the clarity needed to plan and focus your questionnaire. It continues to provide guidance for those using interviewer administered surveys, but now reflects the primacy of online and the challenges that brings. With pressure on everyone's time, this revised edition makes it even easier to navigate to the key points with new bullet-pointed takeaways at the end of each chapter.

You can't write a good questionnaire unless you know exactly what you are trying to achieve. But gaining this clarity is the hardest challenge of all. This comprehensive guide provides you with tools and guidance on how to tackle this real-world challenge. Whether applying to business positioning, consumer insights, employee feedback or product analysis, the ability to gauge a market snapshot on a global scale is escalating the demand for online survey and questionnaire data, making Questionnaire Design an essential addition to every professional's shelf. This book provides practical guidelines to plan, structure and compose questionnaires across all industries and purposes, ensuring valuable data insights are captured with accuracy and efficiency. Now fully revised, this fifth edition of Questionnaire Design addresses some of the modern-day challenges facing questionnaires in an ever changing business landscape. In this new edition, explore advances in behavioural science and more in-depth review of neuroscience approaches in questionnaires to achieve more focused surveys. Readers can expect easier navigation to key points that will make using this guide whilst in the process of writing a questionnaire easier than ever.



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