Engineering Science Reference

Online Survey Design and Data Analytics

Emerging Research and Opportunities

Online survey research suites offer a vast array of capabilities, supporting the presentation of virtually every type of digital data – text, imagery, audio, video, and multimedia forms. With some researcher sophistication, these online survey research suites can enable a wide range of quantitative, qualitative, and mixed methods research. Online Survey Design and Data Analytics: Emerging Research and Opportunities is a critical scholarly resource that explores the utilization of online platforms for setting up surveys to achieve a specific result, eliciting data in in-depth ways and applying creative analytics methods to online survey data. Highlighting topics such as coding, education-based analysis, and online Delphi studies, this publication is ideal for researchers, professionals, academicians, data analysts, IT consultants, and students.

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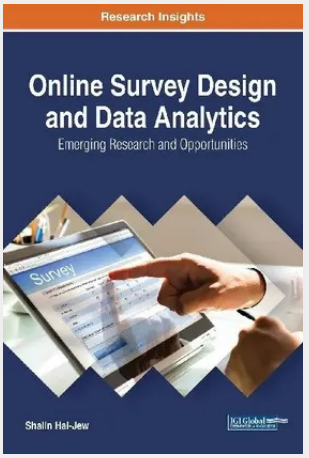

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