

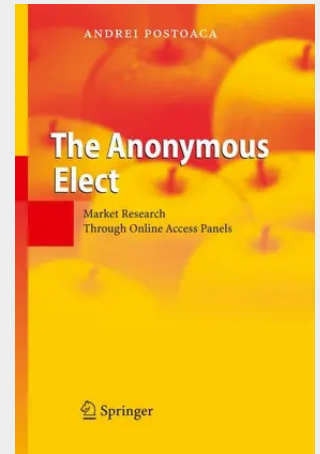
The Anonymous Elect

Market Research Through Online Access Panels

The Anonymous Elect is the book that restores market research to its original condition and bestows it its full interdisciplinary rights. It asks questions that address market researchers and sociologists as well as psychologists, linguists and specialists in marketing and communication: Is there a language of online panel communication? What does this language say about the relationship between the online researcher and the online respondent? To what extent has the online medium increased the self-awareness of today's respondents to research studies?

A memorable experiment in writing, Andrei Postoaca's exploration of online access panels is a book about interviewing and being interviewed, addressing and being addressed. By shifting the two voices involved in the online panel communication, the author approaches market research not only by way of facts, figures and plain statistical evidence but also by way of interpretation of the rhetoric of the online surveying act.

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53,49 €

49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783540290292

Medium: Buch

ISBN: 978-3-540-29029-2

Verlag: Springer

Erscheinungstermin: 13.12.2005

Sprache(n): Englisch

Auflage: 1. Auflage 2005

Produktform: Gebunden

Gewicht: 920 g

Seiten: 157

Format (B x H): 155 x 235 mm

