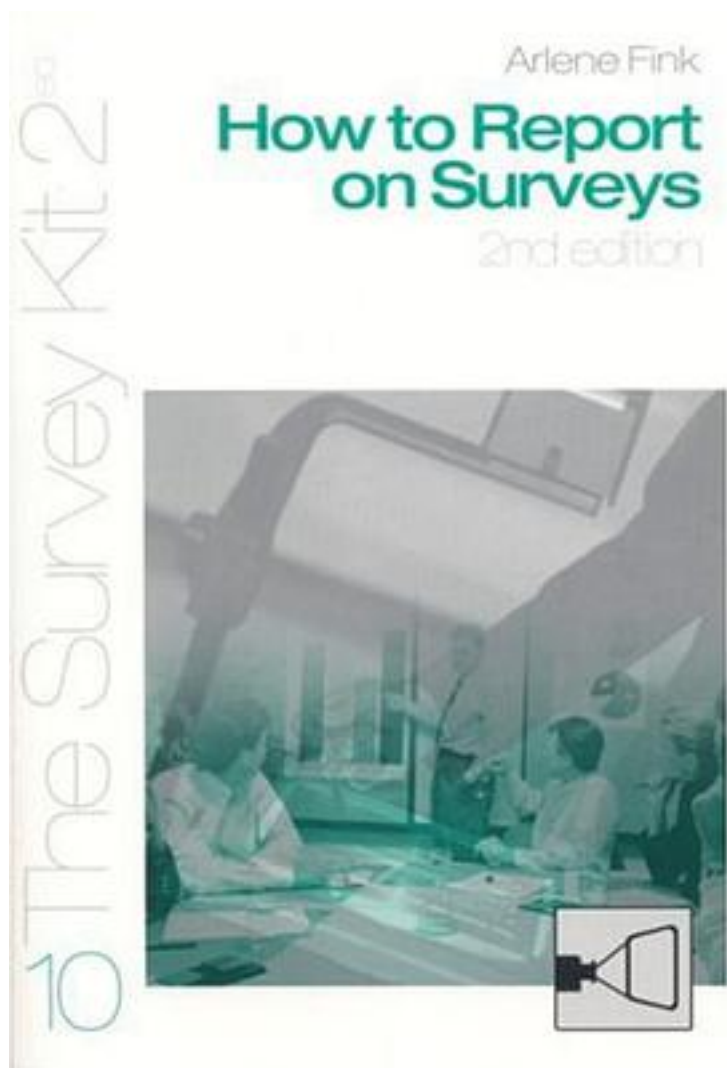


How to Report on Surveys



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出版者:Sage Pubns

出版时间:2002-10

装帧:Pap

isbn:9780761925750

'I liked the addition of computerized slide presentations and the description of best presentation styles' - Juanita M. Firestone, University of Texas, San Antonio. 'Fink does a good job discussing different presentation formats, and emphasizes the link between the type of audience and the type of results report. She also goes to some length discussing graphic 'illusions,' or ways different presentations can alter the appearance of the same data' - Patrick R. Powaser, Personnel Psychology. From making presentations to general versus technical/academic audiences to preparing computerized presentations, "How to Report on Surveys, Second Edition" shows you how to create more effective verbal and written survey reports. The volume includes guidelines for preparing and interpreting charts, tables, and figures, and a step-by-step account of how to present each part of the survey - from the survey's objectives, design and psychometric properties through to the conclusions. The features new to this edition include: how to identify characteristics of good Web reporting; how to prepare computerized presentations; and, how to explain what's on-screen. This book will show you how to prepare and explain accurate and useful survey reports in a highly effective manner. 'Good tips on doing slides and describing the differences between oral and written report writing. I was glad that the difference between academic and general reports was stated at the beginning' - Carol J. Lancaster, Medical University of South Carolina.

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