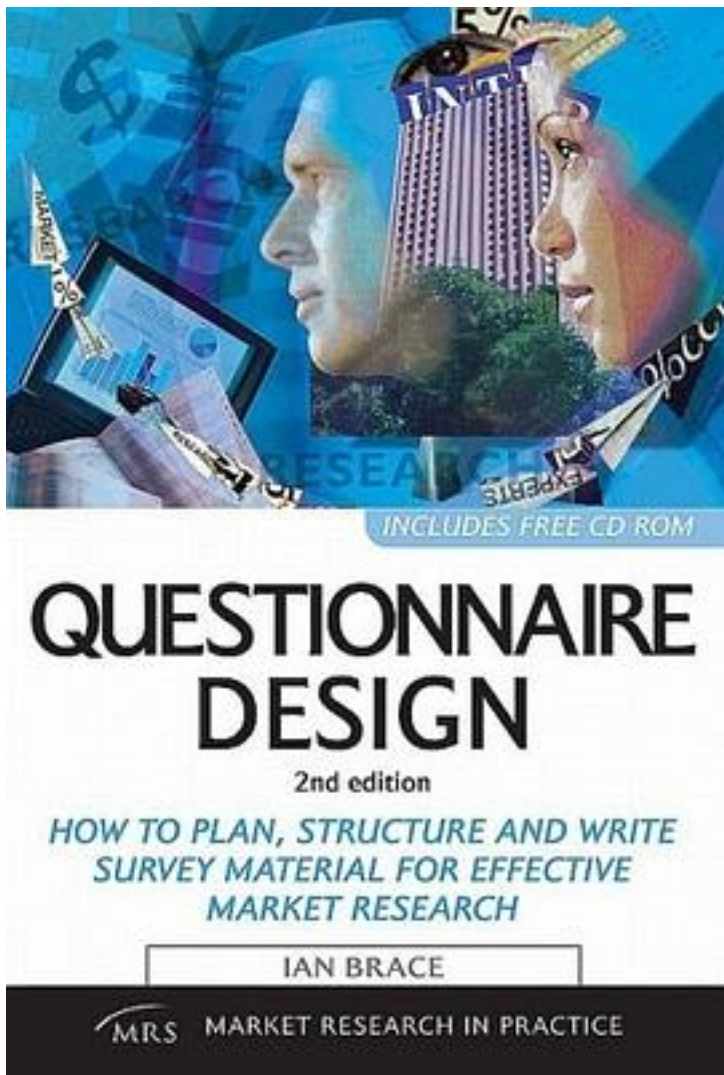


# Questionnaire Design



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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 questions; using prompt material layout; piloting ethical issues; social desirability bias and how to avoid it; and 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.

作者介绍:

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标签

评论

比较全面，对于初学者是一本很不错的入门手册，对于有经验的人来说也有许多提醒。

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书评

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