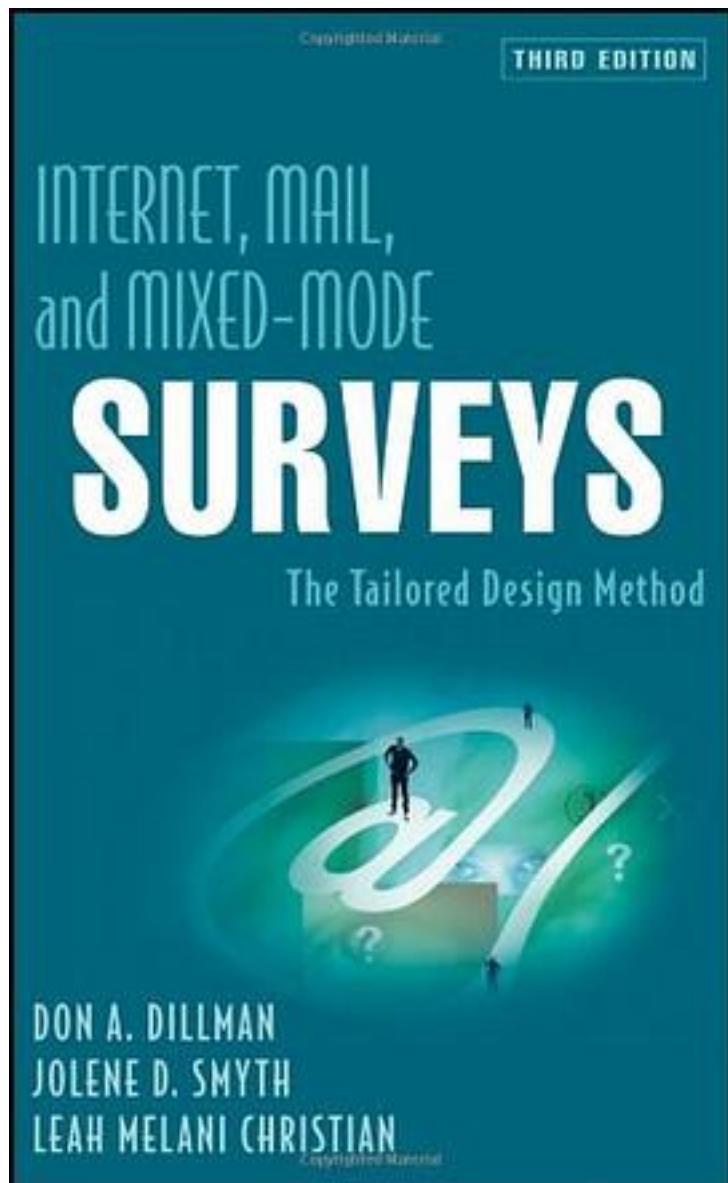


# Internet, Mail, and Mixed-Mode Surveys



[Internet, Mail, and Mixed-Mode Surveys 下载链接1](#)

著者:Don A. Dillman

出版者:Wiley

出版时间:2008-10-12

装帧:Hardcover

isbn:9780471698685

A complete, start-to-finish guide for every researcher to successfully plan and conduct Internet, mail, and telephone surveys, Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, Third Edition presents a succinct review of survey research methods, equipping you to increase the validity and reliability, as well as response rates, of your surveys. Now thoroughly updated and revised with information about all aspects of survey research?grounded in the most current research?the new edition provides practical ?how-to? guidelines on optimally using the Internet, mail, and phone channels to your advantage.

作者介绍:

目录:

[Internet, Mail, and Mixed-Mode Surveys\\_ 下载链接1](#)

标签

调查方法

需求

设计

方法论

statistics

methodology

评论

据说是制作和分析survey和questionnaire以及interview研究的经典教材。

---

[Internet, Mail, and Mixed-Mode Surveys 下载链接1](#)

书评

---

[Internet, Mail, and Mixed-Mode Surveys 下载链接1](#)