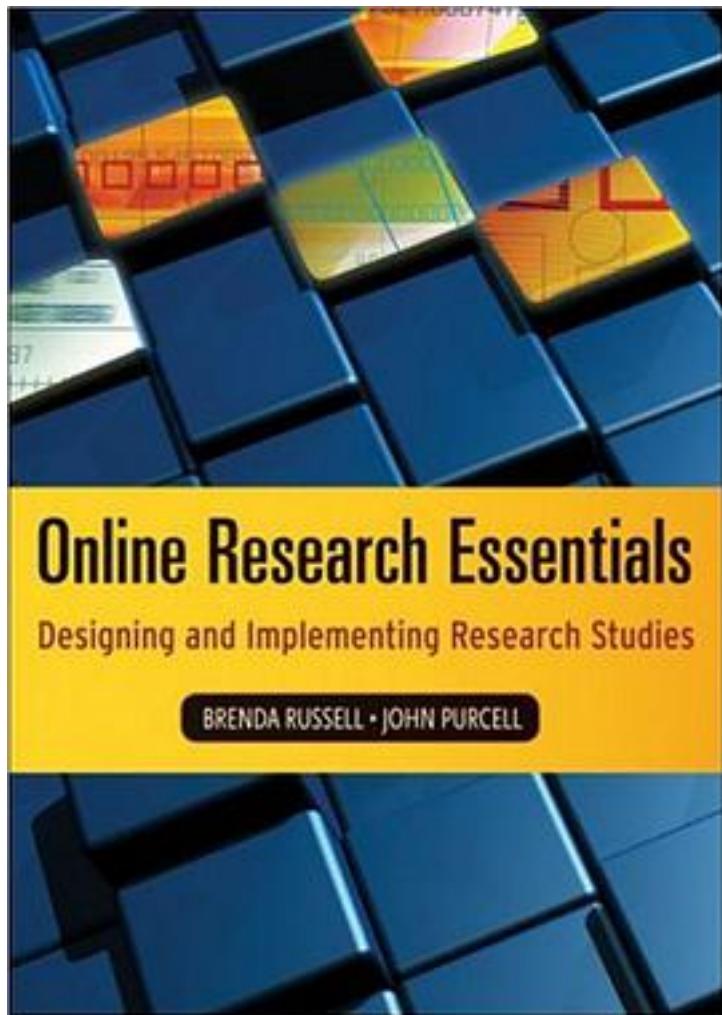


Online Research Essentials



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Online Research Essentials Designing and Implementing Research Studies Online

Research Essentials Written by experts in the field, Online Research Essentials provides step-by-step guidance to the student or new practitioner in how to create, test, and deploy online survey research. The book includes everything needed for planning and developing a survey, putting it online, and formatting data for further analysis. Russell and Purcell provide support for using the popular Microsoft Expression Web and Adobe Dreamweaver web page authoring tools and for using the Access database that is used to collect and store survey results. Online Research Essentials is a comprehensive resource that discusses the practical aspects of survey development and applied research and offers information on a wide range of research-related topics that include: Scientific method and research design Ethical considerations on using the Internet for research Creating web pages Planning the research study Creating a simple survey on the Internet Developing an e-survey Creating more complicated Internet surveys Sampling procedures Developing experimental designs JavaScript and web programming and advanced JavaScript programming Repeated measures and matched group designs

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