

1. Record Nr.	UNINA9910453812303321
Autore	Couper Mick
Titolo	Designing effective Web surveys / / Mick P. Couper [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2008
ISBN	0-511-73666-5 1-107-20122-5 1-281-94484-X 9786611944841 0-511-49937-X 0-511-45621-2 0-511-45752-9 0-511-45448-1 0-511-45350-7 0-511-45551-8
Descrizione fisica	1 online resource (xvii, 398 pages) : digital, PDF file(s)
Disciplina	300.72/3
Soggetti	Social surveys - Methodology Internet surveys Surveys - Methodology - Technological innovations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references (p. 363-387) and indexes.
Nota di contenuto	The importance of design for Web surveys -- The basic building blocks -- Going beyond the basics : visual and interactive enhancements to Web survey instruments -- General layout and design -- Putting the questions together to make an instrument -- Implementing the design.
Sommario/riassunto	Designing Effective Web Surveys is a practical guide to designing web surveys, based on empirical evidence and grounded in scientific research and theory. It is designed to guide survey practitioners in the art and science of developing and deploying successful web surveys. The author guides the researcher through the steps involved, from the basic building blocks and suggests ways to increase visual impact and interactivity. Throughout, he considers the importance of layout and

design, and attention is also given to the way questions are put together. The book is intended for academic, government, and market researchers who design and conduct web surveys.

2. Record Nr.	UNISA996391968603316
Autore	Wilson Thomas <1525?-1581.>
Titolo	The rule of reason, contayning the arte of logike. Set forth in English, and newly corrected by Thomas Wilson [[electronic resource]]
Pubbl/distr/stampa	[London], : Anno Domini. M.D.LXvii. Mens. Feb. Imprinted at London, by I. Kingston, [1584?]
Descrizione fisica	[4], 84, 84-88, [3] leaves
Soggetti	Logic
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Actual publication date conjectured by STC. Running title reads: The arte of logike. The only edition to have dedication in roman type.--Cf. STC. Includes index. Identified as STC 25813 on UMI microfilm reel 1053. Reproductions of the original in the Henry E. Huntington Library and Art Gallery. Appears at reel 403 #5, and at reel 1053 #6 (identified as STC 25813; both Henry E. Huntington Library and Art Gallery copy).
Sommario/riassunto	eebo-0113