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| | Descrizione fisica | 1 online resource (168 pages) |
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| | Nota di contenuto | Contents: 1. Introduction -- 2. Survey fundamentals -- 3. Questionnaire design -- 4. Questionnaire testing -- 5. Survey implementation -- 6. Data processing activities -- 7. Data analysis and reporting -- 8. Conclusion -- References -- Annexes -- Index. |
| | Sommario/riassunto | "This insightful book examines all aspects of the design process and implementation of questionnaire surveys on the activities of business, public sector, and non-profit organizations. Anthony Arundel discusses how different aspects of the survey method and planned statistical analysis can constrain question design, and how these issues can be effectively resolved. Throughout this engaging yet practical book, Arundel promotes good practices for questionnaire design, sample construction, and survey delivery systems including online, postal, and verbal methods, with a focus on obtaining high-quality data in line with ethics and confidentiality requirements. Chapters include constructive advice on questionnaire design and testing, survey implementation, and data processing, analysis, and reporting, with examples of time and financial cost budgets. Considering the recent developments in survey methods, the book explores how to use web probing as a substitute for cognitive testing and examines the use of tablets and smartphones in answering questionnaires. Combining theoretical and practical insights into survey design, implementation, and data |

processing and analysis, this book will be essential reading for business and management scholars and students, with a particular interest in research methods and organization studies. It will also be useful for practitioners and business managers seeking to understand how to create and use surveys"--