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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.

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