

1. Record Nr.	UNINA9910819360503321
Autore	Couper Mick
Titolo	Designing effective Web surveys // Mick P. Couper
Pubbl/distr/stampa	Cambridge ; ; New York, : 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
Edizione	[1st ed.]
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.
