



Doing Surveys Online

Vera Toepoel

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Vera Toepoel's practical, how-to guide to doing surveys online takes you through the entire process of using surveys, from systematically recruiting respondents, to designing the internet survey, to processing the survey data and writing it up.

This book helps students and researchers in identifying possible strategies to make the best use of online surveys, providing pro's and con's, and do's and don'ts for each strategy. It also explores the latest opportunities and developments that have arisen in the field of online surveys, including using social networks, and provides expert guidance and examples of best practice throughout.

Suitable for those starting a research project or conducting a survey in a professional capacity, this book is the ideal go-to reference for anyone using internet surveys, be it a beginner or a more experienced survey researcher.

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