



Designing Effective Web Surveys

Mick P. Couper PhD

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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. It is not intended as a "cook book"; rather it is meant to get the reader to think about why we need to pay attention to design. It is intended for academic, government, and market researchers who design and conduct Web surveys.

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