The Survey Playbook: Volume 1: How to Create the Perfect Survey (Paperback)

By Matthew V Champagne Ph D

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Why are surveys annoying, badly written, and provide ambiguous results? Because they ignore the 9 Principles of psychology! The Survey Playbook is a how-to guide for those who want to create a successful survey and an entertaining explanation of bad survey practices for those who fill out surveys. If you are responsible for creating surveys for customers, students, members, or employees, or you are simply interested in why surveys are so annoying and poorly-written, read on! The Survey Playbook answers these questions: -How do we increase our response rates? -Are we asking the right questions? -Is our survey too long? -What are the best incentives? -Why are our survey results ambiguous? -Why don t our customers provide useful comments? -People have survey fatigue - what options do we have? This book is written for: - Those who create surveys for customers, students, members, employees, alumni, or prospects - Do-it-yourself ers who use SurveyMonkey or other web-based survey tools - Evaluation Committee members responsible for improving their course evaluation forms - Tradeshow organizers who gather feedback from exhibitors and attendees...

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