

Using electronic surveys: research & evaluation

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Abstrak

If you need a low cost, quick to develop and deploy survey, then an electronic survey may be just the right solution. This issue offers practical advice to help you take advantage of this powerful tool, including advice on how to write and format effective e-survey questions, select the best method to disseminate your e-survey, and avoid common pitfalls of pilot tests and evaluations. The issue also addresses the technology challenges of implementing electronic surveys, as well as privacy concerns.