



Conducting Online Surveys

Valerie M. Sue, Lois A. Ritter

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Conducting Online Surveys is a complete guide to conducting survey research using digital modalities. Many topics discussed, such as developing online and mobile questionnaires, are unique to digital surveys, whereas others, such as creating reliable survey questions, are common to all survey environments. The expansion of low-cost software options has opened up this area to a broad range of researchers, and the need for a comprehensive text for developing, implementing, and reporting digital surveys is greater than ever. This **Second Edition** reflects the significant developments in technology and the methodological literature since the publication of the First Edition. It captures in one single volume everything you need to know about conducting digital surveys from start to finish.

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