

Developing a Questionnaire (Real World Research)

By Bill Gillham

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It is easy to construct a questionnaire. With word-processor it is possible to design one in a single evening. But developing a questionnaire that yields genuinely worthwile data is much harder than one might think- and useful research does require worthwile data.In Developing a Questionnaire Bill Gillham shows how, why and when to use questionnaires, how to analyze data, how to present results and how to relate questionnaires to other forms of research.Developing a Questionnaire provides a comprehensive guide to the succesful design and implementation of questionnaires as a research method.

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Editorial Review

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Bill Gillham is Honorary Senior Lecturer in the Department of Psychology at the University of Strathclyde, UK, and Visiting Professor at La Salle College of the Arts, Singapore.

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