

Surveys from start to finish: evaluation & research

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Abstrak

Determining the need for a survey is a struggle most training professionals have faced. This Infoline takes some of the guesswork out of the process by helping you determine when to conduct a survey, what type of survey to use, whom to survey, what to ask, and how to get needed information. The issue covers face-to-face interviews, telephone interviews, written questionnaires, and electronic surveys.