Collecting data with electronic tools: evaluation

Conway, Malcolm, author

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Abstrak

You need hard data to make your next move, whether youre carrying out a training needs assessment or planning to launch a new product, but do you know how to get that data? Moreover, do you know that the data you collect fits your needs and is valid? This Infoline enables you to collect data using electronic tools such as email and the Web. It explains several data collection methods, including Web surveys, electronic interviewing, and traditional secondary research using online resources. The seven-step research model presented also gets you data that is appropriate, useful, and validated, enabling you to save time and effort by searching with the right method and in the right place the first time.