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Survey Research Methods (4th ed.) - SAGE Research Methods

Survey research is a quantitative method to collect information from a pool of respondents by asking multiple survey questions. Respondents answer a series of questions of a designed survey, that survey makers and researchers use to improve their products or services. Organizations that understand the importance of survey research conduct surveys via phone, email, other online platforms or social media.

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Social Science Research: Principles, Methods, and Practices

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Survey Method - Research-Methodology

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