

Newsroom Guide to Polls & Surveys / 82 pages / G. Cleveland Wilhoit, David Hugh Weaver / 9780253365439 / 1990 / Indiana University Press, 1990

ESOMAR/WAPOR Guide to Opinion Polls. 2009 at www.esomar.org. Lavrakas, Paul J. and Traugott, Michael W., eds., Elections Polls, the News Media, and Democracy. New York: Chatham House, 2000. Traugott, Michael W. and Paul J. Lavrakas, The Voter's Guide to Election Polls. 4th edition. Lanham, MD: Rowman and Littlefield, 2008. Wilhoit, G. Cleveland and Weaver, David H., Newsroom Guide to polls and Surveys. Bloomington, IN: Indiana University Press, 1990. Finally. I'm just trying to find out if people like my book. I started it a few years ago but just now am asking what people think of it. I'm open for LOTS of constructive criticism! Add to library Discussion. Favorite Book or Book Series? This survey has some books that you might of read lately. Take this survey and see what the community's results are. Add to library 3 Discussion 9. What is the best musical? 11 months ago literally not active. The fangirl poll is hardcore. Polls and surveys are a time-tested tool of businesses as well as market research companies. With the internet, social media and smartphones, it's easier than ever to poll your audience. However, if you want to get the best results from your surveys, you need a reliable strategy. Have a goal in mind. When creating surveys, it's easy to get distracted from your goal. Even worse is not having a goal in the first place. It's important to ask relevant questions that tell you something you have a specific reason for wanting to know. For example, you may want to know how customers feel about a certa Survey sites can be fun and a great way to make a few dollars during your spare time. Learn about surveys, scams to avoid and more ... Polls These are like mini-surveys really. They pay very little but take a short amount of time to complete. Invite Friends Many survey companies have a referral program where you get points when your referred user joins the survey company. Mystery Shopping As part of their consumer research work, some survey companies have a mystery shopper program where you are paid to shop for an item at either an online or physical store. You typically report the experience in a survey. Surfing Internet Companies collect data about your surfing habits and sue it as big data to analyze trends. * Newsroom Guide to Polls and Surveys, by C Wilhoit & D Weaver, Indiana University, USA, 1990. How to evaluate and describe surveys that others have done, when describing the results in programs or publications. ** The New Precision Journalism, by Philip Meyer, Indiana University, USA, 1991. How to report research findings in programs and publications. A very practical book, with good coverage of panel and diary surveys, though not specifically about audience surveys. Visitor surveys (chapter 9). * Who's My Market: A Guide to Researching Audiences and Visitors in the Arts, by Helen Close and Robert Donovan, Australia Council, Sydney, 1998. More about how to use research data than to do research, with some interesting case studies.