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Lecture 1 Introduction to

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Qualitative analysis of

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Introduction Research

Methods: Questionnaires

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3.7 Research Strategy: Case  
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Survey research is one of  
the most important areas of  
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area of survey research encompasses any measurement procedures that involve asking questions of respondents. A “survey” can be anything from a short paper-and-pencil feedback form to an intensive one-on-one in-depth interview. We’ll begin by looking at the different types of surveys that are possible. These are roughly divided into two broad areas: Questionnaires and Interviews.

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