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Survey research is one of the most important areas of measurement in applied social research. The broad 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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