

Alternative Kommunikationsformen Der Befragung: Ein Kritischer Vergleich - Julian Thieme

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Das primäre Ziel dieser Arbeit besteht darin aufzuzeigen, welche Kommunikationsformen der Befragung es gibt und welche Vor- und Nachteile diese besitzen. Ausgehend vom ersten Kapitel, indem ein kurzer Überblick und eine Einführung in die Thematik erfolgt, steht im Fokus des zweiten Kapitels die Darstellung und Systematisierung der konventionellen Befragungsformen. Im Vordergrund sollen dabei die Vor- und Nachteile jeder Methode stehen. Im Einzelnen bezieht sich das zweite Kapitel auf die mündliche, schriftliche und telefonische und die Möglichkeiten der computergestützten Befragung. Im Fokus des dritten Kapitels wird ein Überblick über die Erhebungsformen der Onlinebefragung gegeben. Dabei werden ebenso, wie in Kapitel zwei, die Methoden kurz erklärt und anschließend die Vor- und Nachteile aufgezeigt. Bei diesen Erhebungsformen handelt es sich um die WWW-, E-Mail, Newsgroup- und IRC-Befragung. Das Ende dieser Arbeit bilden im vierten Kapitel die kritischen Schlussbemerkungen. Dort werden die von mir beschriebenen Befragungsformen kritisch bewertet. Author: Thieme, Julian Publisher: GRIN Verlag Illustration: N Language: GER Title: Alternative Kommunikationsformen der Befragung: Ein kritischer Vergleich Pages: 00020 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640766819 Category: Business & Economics : Marketing - General

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