

Research Rescue Kit

Created by John F. Anderson & Marsha A. Niebuhr

Why do we forget? Because there's always too much to remember. And for research professionals, this human condition is exacerbated by all the little things we have to track. Things like formulas, samples, question phrasing, response rates, and methodology that people in other professions get to ignore.

Because we all forget, Anderson, Niebuhr & Associates decided to produce this handy reference tool. The kit covers study design, sampling, writing questionnaires, response rates, and choosing a research provider. We think you'll find it helpful.

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