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Asking Questions guides you through how to. Determine what information is needed; Phrase questions to minimize bias and distortion; Obtain successful questions from existing questionnaires; Control the level of threat; Order questions to encourage response; Select

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The Definitive Guide to Asking Questions in Spanish Asking questions in Spanish can range

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from simple to quite complex. While there are lots of straightforward questions in Spanish like *¿cómo estás?*, there are more challenging structures for questions that require a careful choice between question words such as *¿qué?* and *¿cuál?*, or the unfamiliar placement of a Spanish preposition.

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Since it was first published more than twenty-five years ago, *Asking Questions* has become a classic guide for designing questionnaires—the most widely used method for collecting information about people's attitudes and behavior. An essential tool for market researchers, advertisers, pollsters, and social scientists, this thoroughly updated and definitive work combines time-proven techniques with the most current research, findings, and methods.

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