

Title:

The basics of paid surveys

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Summary:

Why do companies conduct surveys? To top it, why do companies pay for participating in a survey

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Why do companies conduct surveys? To top it, why do companies pay for participating in a survey

Survey is nothing but data or information collection. This information is processed to arrive at a conclusion. Person participating in a survey is called respondent. Questions are asked her regarding her preferences.

The findings from the sample are treated to be as though these have come from the whole population.

Surveys are conducted in various ways - paper, email, snail mail, telephone and online. While

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