

Open-ended Questions: Construction, Analysis & Reporting

Part 1: Introduction to Open Ended Questions	<ul style="list-style-type: none"> • Structured versus Unstructured Data
	<ul style="list-style-type: none"> • OE Questions' Applications and Benefits
	<ul style="list-style-type: none"> • 6 Steps to Constructing, Analyzing & Reporting OE Data
Part 2: Constructing Great Open Ended Questions	<ul style="list-style-type: none"> • Customer Satisfaction Example
	<ul style="list-style-type: none"> • Brand Equity Example
	<ul style="list-style-type: none"> • Basic Rules of Crafting OE Questions
	<ul style="list-style-type: none"> • Practice Exercise
	<ul style="list-style-type: none"> • Encouraging Compliance
Part 3: Coding & Analysis	<ul style="list-style-type: none"> • Automated versus Manual Options
	<ul style="list-style-type: none"> • All About Coding
	<ul style="list-style-type: none"> • Analysis of Coded OE Data
Part 4: Reporting Open Ended Data	<ul style="list-style-type: none"> • Reporting Options
	<ul style="list-style-type: none"> • Word Clouds
	<ul style="list-style-type: none"> • Analysis & Reporting with Automated Tools: Demonstrations
Final Review	<ul style="list-style-type: none"> • Review Exercise: The 6-Step Process

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.