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Discuss the survey with other department managers such as product managers, marketing, advertising, sales, engineering, and finance. Managers from other departments will have insight into the information they want to obtain from the product research survey.

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Give your survey respondents an opportunity to discuss important key topics. Communicate with your respondents about your survey topic. This allows you to dig deeper into your survey, and can incite topics related to

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your survey within a broader perspective. Base decisions on objective information.

## **The 4 Main Reasons to Conduct Surveys**

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Journal of the Association for Information  
Science and Technology; Proceedings ...

Looking for information: A survey of  
research on information seeking, needs,  
and behavior ( 4th edition). Case, Donald  
O. and Given, Lisa M.. Bingley, UK:  
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Fundamentally, a survey is a method of gathering information from a sample of people, traditionally with the intention of generalizing the results to a larger population. Surveys provide a critical source of data and insights for nearly everyone engaged in the information

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