Chapter 3.3
SurveyTracker E-Mail/Web Survey Software

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ABSTRACT

This chapter offers an introductory description of SurveyTracker software. Comparisons are made to competitor software programs. The central focus is an explanation of the functions, features, and advantages of the software application.

INTRODUCTION

SurveyTracker is one of the most popular software applications in the current field of online survey, developed from Pearson NCS Inc., and currently registered from Training Technologies, Inc. This company provides the integrated and powerful SurveyTracker line of software applications on survey, including SurveyTracker, SurveyTracker Plus, SurveyTracker E-Mail/Web, SurveyTracker Plus E-Mail/Web and Survey-by-Disk. One advantage of using this comprehensive software is to provide many functions as one module, and offer flexibility and extensibility for prewritten survey modules, specialized training, survey design and distribution services, and survey consulting.

As an introductory description of SurveyTracker, this chapter explains the functions, features, and advantages of the software application. The software supports functional requirements that educational software needs, including survey authoring and design, interface, data management, and multiple electronic and paper data collection technologies. It can especially integrate all forms of data collected from e-mails in text and images, the Internet, networks, and scanning forms. This software can be easily applicable to a variety of survey-based research on schools, higher education, government, business, and healthcare.
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