ชื่อ_____นามสกุล_____ รหัสนักศึกษา_____

กลุ่มเรียน_____ รหัสวิชา_____ ชื่อวิชา_____

Complete each two-word phrase in the paragraph with a word from a box. Change the form if necessary.

analysis	brief	collection	design
market	method	poll	research

The focus of PR research is the relationship between institutions and their target _____. The research _____ defines the objectives of a research project. Before beginning the research project, secondary _____, meaning the analysis of existing research like opinion _____, is important to help the researcher set measurable research objectives. Quantitative research uses a scientific _____ and a wide range of data _____ techniques. A longitudinal study interviews the same individuals regularly over a period of time, while a demographic _____ looks at changes in births, marriages, deaths, etc. in a particular area during a period of time. In surveys, polls, etc., questionnaire _____ is very important to ensure good results.

LIVEWORKSHEETS