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Abstract
Information technologies which had progressed rapidly these days have made internet become important channel of information exchange among enterprises. Almost all of the businesses take advantage of the commercial web sites to be their own the most preferred marketing tools. Traditional questionnaire surveying needs to consume a large amount of manpower, material resources and time, especially the questionnaire design is one of critical factors which influence the success or failure of investigation.
So the focal purpose of this study is to improve the design of traditional questionnaire design by combining internet technology with some artificial intelligence skills. This research has proposed a web-based application system, that is Intelligent Computer Aided Survey Editor, “ICASE” for short. First, we collect many principles about questionnaire design from a large number of bibliographies, and classify them further. Lastly we hope to implement a useful web-based application system which bases on artificial intelligence technologies to assist users in designing more effective questionnaires for surveying.
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