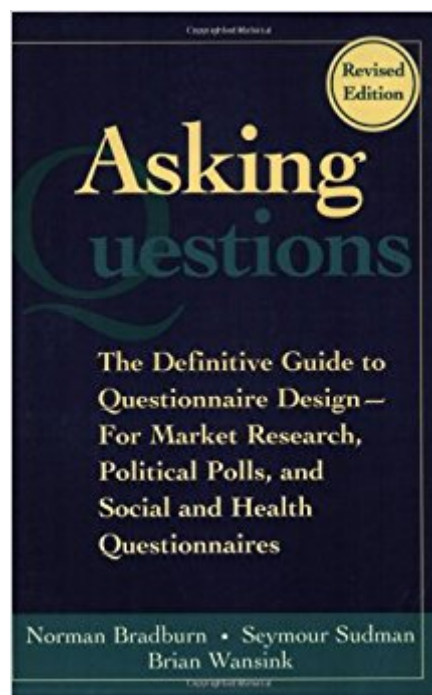




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# Asking Questions: The Definitive Guide To Questionnaire Design -- For Market Research, Political Polls, And Social And Health Questionnaires



## Synopsis

Since it was first published more than twenty-five years ago, *Asking Questions* has become a classic guide for designing questionnaires—the most widely used method for collecting information about people's attitudes and behavior. An essential tool for market researchers, advertisers, pollsters, and social scientists, this thoroughly updated and definitive work combines time-proven techniques with the most current research, findings, and methods. The book presents a cognitive approach to questionnaire design and includes timely information on the Internet and electronic resources. Comprehensive and concise, *Asking Questions* can be used to design questionnaires for any subject area, whether administered by telephone, online, mail, in groups, or face-to-face. The book describes the design process from start to finish and is filled with illustrative examples from actual surveys.

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"The best single source about the present state of knowledge of questionnaire construction."

Choice Since it was first published more than twenty-five years ago, *Asking Questions* has become a classic guide for designing questionnaires—the most widely used method for collecting information about people's attitudes and behavior. An essential tool for market researchers, advertisers, pollsters, and social scientists, this thoroughly updated and definitive work combines time-proven techniques with the most current research, findings, and methods. The book presents a cognitive approach to questionnaire design and includes timely information on the

Internet and electronic resources. Comprehensive and concise, Asking Questions can be used to design questionnaires for any subject area, whether administered by telephone, online, mail, in groups, or face-to-face. The book describes the design process from start to finish and is filled with illustrative examples from actual surveys. Asking Questions guides you through how to Determine what information is needed Phrase questions to minimize bias and distortion Obtain successful questions from existing questionnaires Control the level of threat Order questions to encourage response Select the best administration method Adapt questions and format to specific situations Test and validate the completed survey Evaluate and revise the questionnaire for improved results

Norman M. Bradburn is the Tiffany and Margaret Blake Distinguished Service Professor emeritus psychology, at the Harris Graduate School of Public Policy and the Graduate School of Business at the University of Chicago. He was a senior vice president at the National Opinion Research Center. Seymour Sudman was a Walter H. Stellner Distinguished Professor of Marketing and deputy director and research professor at the Survey Research Laboratory at the University of Illinois, Urbana-Champaign. Professor Sudman died in 2000. Brian Wansink is Professor of Marketing, Nutritional Science, Advertising and Agricultural and Consumer Economics at the University of Illinois Urbana-Champaign. He is also Research Professor at Cornell University and at Wageningen University in the Netherlands.

A bit of a dry read... but you will learn everything you ever need to know about survey design. After my survey research class, I decided to keep it in my collection as a reference material. I even lend it out to some of the Research Assistants in my office to get them familiar with survey design.

I had to purchase this book for a survey methodology course. I found it very helpful and it is my go-to for any survey questions that I have. It's well-written and very easy to understand. I think it would be useful for both novice and expert survey methodologists.

This is a very useful book especially for grad students who might need to develop and design their own surveys or scales. I really enjoyed this book as its' always my go to book for research etc.

Arrived just as described and in good condition.

This book is essential for social research. It is easy and functionally to read it. I recommend it to buy

in kindle store as I did.

Its audience is people who have not done this kind of research or inquiry before.

Its a textbook for my class on survey questionnaire design. It is a very good textbook. It is easy to read and concepts are presented in an accessible manner. It works better if you read it with other research on question wording and cognitive interviewing etc...I received the product on time, and in good condition.

Easy to understand

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