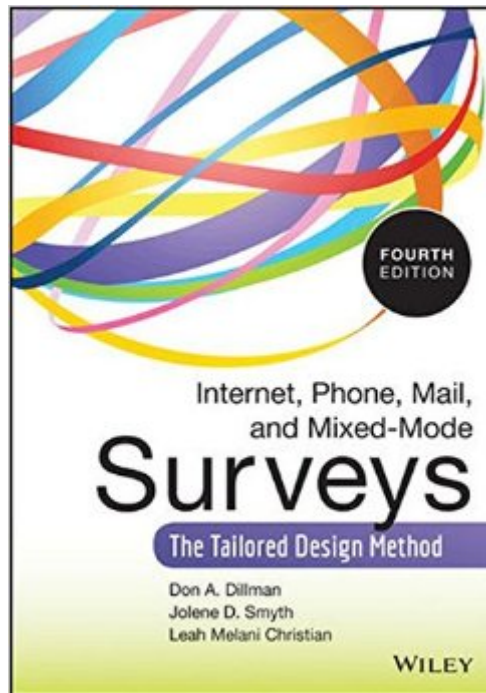


The book was found

Internet, Phone, Mail, And Mixed-Mode Surveys: The Tailored Design Method



Synopsis

The classic survey design reference, updated for the digital age For over two decades, Dillman's classic text on survey design has aided both students and professionals in effectively planning and conducting mail, telephone, and, more recently, Internet surveys. The new edition is thoroughly updated and revised, and covers all aspects of survey research. It features expanded coverage of mobile phones, tablets, and the use of do-it-yourself surveys, and Dillman's unique Tailored Design Method is also thoroughly explained. This invaluable resource is crucial for any researcher seeking to increase response rates and obtain high-quality feedback from survey questions. Consistent with current emphasis on the visual and aural, the new edition is complemented by copious examples within the text and accompanying website. This heavily revised Fourth Edition includes: Strategies and tactics for determining the needs of a given survey, how to design it, and how to effectively administer it How and when to use mail, telephone, and Internet surveys to maximum advantage Proven techniques to increase response rates Guidance on how to obtain high-quality feedback from mail, electronic, and other self-administered surveys Direction on how to construct effective questionnaires, including considerations of layout The effects of sponsorship on the response rates of surveys Use of capabilities provided by newly mass-used media: interactivity, presentation of aural and visual stimuli. The Fourth Edition reintroduces the telephoneâincluding coordinating land and mobile. Grounded in the best research, the book offers practical how-to guidelines and detailed examples for practitioners and students alike.

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Customer Reviews

I have a Ph.D. in communication and been conducting survey research for nearly 25 years. I have been and continue to be a huge fan of this book (I've owned every edition since the first). It provides tons of great information about how to motivate participants, as well as how to reduce nonresponse and measurement error. It includes very helpful sections dealing with the basics of crafting good open and closed questions, and it also provides great ideas for ways to pretest your survey before full implementation. Most importantly, it covers best practices for all types of surveys, including mail and Internet surveys. It does a nice job of incorporating expert advice from the authors based on their vast experiences in this area, as well as summarizing some of the most important scientific literature on survey research. And, it does all this in a way that is very accessible and easy to read for the novice and expert alike. I buy every edition as soon as it comes out, and also require it in all the research methods / survey research courses I teach. My students always learn tons of new and valuable information, and even though I have been doing survey research for many years I often pull it out when designing a new survey to get ideas or to make sure I'm not missing anything important. If you are planning on doing a survey, I highly recommend getting and reading this book before you do. Whether this is your first survey or most recent in a long line of surveys, you are sure to learn something new and valuable that will increase both the quality and quantity of your data.

Solid book. It is considered the hallmark for survey building excellence -- not sure it is really keeping up to the times in terms of all of the different types of surveys possible now that we are moving more and more to digital. Yes, the principles remain relatively constant, but I still feel like it is not a real stand alone book anymore.

Even better than previous editions. Contains literally hundreds of useful, non-intuitive-to-the-layman, suggestions on the design of all kinds of surveys, so that it is an invaluable resource for designers and practitioners. Not only that, it is very readable - you'd expect a book with a title like this to be a real snoozer.

Just an excellent text. I used an older version in graduate school and this version, while mostly similar, does add some new aspects. It's well worth the purchase and should be considered the gold standard for survey design.

An useful guide for survey item development

Exactly what I needed to help write the methodology section of my PhD dissertation.

Perfect condition and excellent text. Also very fast shipping. Thanks!

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