

SURVEYS

A Bibliography

2011

This annotated bibliography updates the November 2003 bibliography compiled by June Kim and John Wilson, reference librarians at UCLA's Hugh and Hazel Darling Law Library, for ALL-SIS's Marketing Toolkit for Academic Law Libraries Task Force.

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This annotated bibliography revises and updates the November 2003 bibliography compiled by June Kim and John Wilson, reference librarians at UCLA Law Library. We prepared the earlier version of this bibliography for the Academic Law Library-Special Interest Section (ALL-SIS) Marketing Toolkit for Academic Law Libraries Task Force, which is available at <http://www.aallnet.org/sis/allsis/toolkit/index.asp>. In May and June 2011, I updated the bibliography for the ALL-SIS Student Surveys Subcommittee, which presented a program on this topic at the 2011 AALL Annual Meeting and Conference in Philadelphia, Pennsylvania.

The original bibliography comprised of resources published from 1995 through November 2003, and included citations to books, book chapters, journal articles, and Internet sources. The current bibliography adds sources published since November 2003 to June 2011. The bibliography is arranged by type of material (beginning with books, followed by chapters, articles, and Internet sources), then alphabetical by author last name.

COVERAGE: 1995 TO 2011

**TYPES OF SOURCES:
BOOKS, BOOK CHAPTERS,
JOURNAL ARTICLES &
INTERNET RESOURCES**

The sources included in this bibliography were (mostly) published in the library/information science, education, social science and business fields—and excluded materials published in the mathematics and science fields of study. In addition, the bibliography includes materials that would inform the development, conduct, and evaluation of a survey, rather than materials of a more technical or theoretical nature.

To locate books, three subject searches were conducted using WorldCat. In each search, the results were limited by date (i.e., 2003 to 2011), by language (i.e., English), and by type material (i.e., books):

- su = “social surveys” AND su = “methodology”;
- su = “social surveys” AND su = “evaluation”; and
- su = “social surveys”.

If available, a table of contents or abstract is included.

For book chapters, WorldCat was also searched.

Query: kw: survey* and (kw: methodology OR kw: evaluation) and yr: 2003-2011 and dt= "bks"

Note that this search yielded a huge result list (over 8,000), which was sorted through over several days (and stopped at record number 1000). Additionally, citations to several books were added to the bibliography from this result list.

To locate relevant journal articles, the following databases were searched:

- CSA Illumina's Sociological Abstracts (de=methodology AND de= "surveys" and English language only)
- Library, Information Science & Technology Abstracts ((survey* AND methodology OR evaluation), publication date 1995-2011, academic journal articles, and subject (Surveys AND Research—Methodology))
- Academic Search Complete ((su = Surveys AND su = Research methodology evaluation), English language only, and limited by year).

The Internet resources are a small selection of what is available online. For the most part, what is included are sources linked from the websites of statistics organizations and academic statistical programs and departments.

BOOKS

Adams, Mignon S. & Beck, Jeffrey A. *User Surveys in College Libraries*. Chicago, IL: College Library Information Packet Committee, College Libraries Section Association of College and Research Libraries, American Library Association, 1995.

Aldridge, Alan & Levine, Kenneth. *Surveying the Social World: Principles and Practice in Survey Research*. Buckingham; Philadelphia, PA: Open University Press, 2001.

Alreck, Pamela L. & Settle, Robert B. *The Survey Research Handbook*, 3rd ed. Boston, MA: McGraw-Hill/Irwin, 2004.

Alvesson, Mats. *Interpreting Interviews*. Los Angeles, CA; London, UK: Sage Publications, 2011.

Alwin, Duane F. *Margins of Error: A Study of Reliability in Survey Measurement*. Hoboken, NJ: Wiley-Interscience, 2007.

From the publisher's description: This book argues that the consideration of the presence and extent of measurement errors in survey data leads to improvement in

the overall collection and analysis of survey data. Its main purpose is to identify which types of questions and which types of interviewer practices produce the most valid and reliable data.

American Library Association, Committee on Accreditation. *Outcomes Assessment for Library and Information Studies: Resource Manual*. Chicago, IL: American Library Association, 1995.

Bauer, Robert W. & Bauer, Sandra S. *The Question Book*. Amherst, MA: HRD Press, 2003.

Behling, Orlando & Law, Kenneth S. *Translating Questionnaires and Other Research Instruments: Problems and Solutions*. Thousand Oaks, CA: Sage Publications, 2000.

Bernard, H. Russell. *Social Research Methods: Qualitative and Quantitative Approaches*. Thousand Oaks, CA: Sage Publications, 2000.

Bethlehem, Jelke G. *Applied Survey Methods: A Statistical Perspective*. Hoboken, NJ: Wiley, 2009.

Bhaskaran, Vivek & LeClaire, Jennifer. *Online Surveys for Dummies*. Hoboken, NY: Wiley Publishing, 2010.

Abstract: Online research can be enlightening-- or totally frustrating! Learn what goes into a good survey, where to get the software tools you need, and how to develop questions, interpret the answers, target the audience you need to reach, and analyze your results for meaningful data.

Biemer, Paul P. *Measurement Errors in Surveys*. Hoboken, NJ: Wiley-Interscience, 2004.

Contents: 1. Measurement error across disciplines -- Section A: The questionnaire -- 2. The current status of questionnaire design -- 3. Response alternatives: The impact of their choice and presentation order -- 4. Context effects in the general social survey -- 5. Mode effects of cognitively designed recall questions: a comparison of answers to telephone and mail surveys -- 6. Nonexperimental research on question wording effects: a contribution to solving the generalizability problem -- 7. Measurement errors in business surveys -- Section B: Respondents and responses -- 8. Recall error: sources and bias reduction techniques -- 9. Measurement effects in self vs. proxy response to survey questions: an information-processing perspective -- 10. An alternative approach to obtaining personal history data -- 11. The item count technique as a method of indirect questioning: a review of its development and a case study application -- 12. Toward a response model in establishment surveys -- Section C: Interviewers and other means of data collection -- 13. Data collection methods and measurement error: an overview -- 14. Reducing interviewer-related error through interviewer training, supervision, and other means -- 15. The design and analysis of

reinterview: an overview -- 16. Expenditure diary surveys and their associated errors -- 17. A review of errors of direct observation in crop yield surveys -- 18. Measurement error in continuing surveys of the grocery retail trade using electronic data collection methods -- Section D: Measurement errors in the interview process -- 19. Conversation with a purpose--or conversation? Interaction in the standardized interview -- 20. Cognitive.; laboratory methods: a taxonomy -- 21. Studying respondent-interviewer interaction: the relationship between interviewing style, interviewer behavior, and response behavior -- 22. The effect of interviewer and respondent characteristics on the quality of survey data: a multilevel model -- 23. Interviewer, respondent, and regional office effects on response variance: a statistical decomposition -- Section E: Modeling measurement errors and their effects on estimation and data analysis -- 24. Approaches to the modeling of measurement errors -- 25. A mixed model for analyzing measurement errors for dichotomous variables -- 26. Models for memory effects in count data / Piet G.W.M. van Dosselaar -- 27. Simple response variance: estimation and determinants -- 28. Evaluation of measurement instruments using a structural modeling approach -- 29. A path analysis of cross-national data taking measurement errors into account -- 30. Regression estimation in the presence of measurement error -- 31. Chi-squared tests with complex survey data subject to misclassification error -- 32. The effect of measurement error on event history analysis.

Biemer, Paul P. & Lyberg, Lars. *Introduction to Survey Quality*. Hoboken, NY: Wiley, 2003.

Contents: The evolution of survey process quality -- The survey process and data quality -- Coverage and nonresponse error -- The measurement process and its implications for questionnaire design -- Errors due to interviewers and interviewing - - Data collection modes and associated errors -- Data processing: errors and their control -- Overview of survey error evaluation methods -- Sampling error -- Practical survey design for minimizing total survey error.

Bogart, Leo. *Finding Out: Personal Adventures in Social Research: Discovering What People Think, Say and Do*. Chicago, IL: Ivan R. Dee, 2003.

Bourque, Linda B. & Fielder, Eve P. *How to Conduct Self-Administered and Mail Surveys*. Thousand Oaks, CA: Sage Publications, 2003.

Brace, Ian. *Questionnaire Design: How to Plan, Structure and Write Survey material for Effective Market Research*, 2nd ed. London, UK; Philadelphia, PA: Kogan Page, 2008.

Abstract: Questionnaires are a vital tool of market research. They can draw accurate information from respondents, facilitate data processing and provide a standard against which comments and attitudes can be measured. This book explains how to plan, structure and write a questionnaire to achieve these aims.

Braverman, Marc T. & Slater, Jana Kay. *Advances in Survey Research*. San Francisco, CA: Jossey-Bass Pub., 1996.

Contents: Does the public have a role in evaluation?: surveys and democratic discourse / Gary T. Henry -- Sources of survey error: implications for evaluation studies / Marc T. Braverman -- Satisficing in surveys: initial evidence / Jon A. Krosnick, Sowmya Narayan, Wendy R. Smith -- Understanding differences in people's answers to telephone and mail surveys / Don A. Dillman ... [et al.] -- Household-level determinants of survey nonresponse / Mick P. Couper, Robert M. Groves -- Applications of the Rasch model to evaluation of survey data quality / Kathy E. Green -- Translating survey questionnaires: lessons learned / Ruth B. McKay ... [et al.].

Brekke, Elaine & Rounds, Laura. *User Surveys in ARL Libraries: a SPEC Kit*. Washington, DC: Association of Research Libraries, Office of Management Services, 1994.

Buckingham, Alan & Saunders, Peter. *The Survey Methods Workbook: From Design to Analysis*. Cambridge, UK; Malden, MA: Polity, 2004.

Contents: Part I. Research design -- Discovering facts, testing theories -- When is a survey appropriate? -- Part II. Data collection -- Preparing a questionnaire -- Drawing a sample -- Interviewing, coding and scaling -- Preparing a data file -- Part III. Data analysis -- Describing and exploring data -- Analyzing the strength of association between variables -- Inferring population parameters from sample statistics -- Modeling associations between variables.

Bulmer, Martin et al. *Social Measurement through Social Surveys: An Applied Approach*. Farnham, Surrey; Burlington, VT: Ashgate Pub., 2010.

Contents: Introduction / Martin Bulmer, Julie Gibbs and Laura Hyman -- Measuring family and household variables / John Haskey -- Measuring crime / Ian Brunton-Smith and Jonathan Allen -- Measuring political behaviour and attitudes / Oliver Heath and Robert Johns -- Measuring religious behaviour / Peter Brierley -- Measuring social class / Eric Harrison -- Measuring race and ethnicity / Martin Bulmer -- Measuring sexual behavior / Catherine H. Mercer, Sally McManus and Bob Erens -- Measuring health / Nicola Shelton and Jennifer Mindell -- Measuring social capital: formal and informal activism, its socio-demographic determinants and socio-political impacts / Yaojun Li -- Measuring social attitudes / Caroline Roberts -- Challenges for social measurement / Martin Bulmer.

Bulmer, Martin et al. *Questionnaires*. London, UK; Thousand Oaks, CA: Sage Publications, 2004.

4 volumes: v. 1. Orientation -- v. 2. Question construction -- v. 3. Methodological issues -- v. 4. Surveys in the world.

From the publisher description: Questionnaires are one of the principal research tools for discovering people's thoughts, experience, attitudes and orientations to future action. Social scientists and researchers have been using questionnaires systematically for about three quarters of a century, since market research, opinion polling and survey research became a feature in both US and UK society in the 1920s and 30s. The first volume provides an introduction to the use of questionnaires. It examines the principles of question construction, considers different types of questionnaire, principles of social measurement and the relationship between expressed attitudes, and actual social behavior. The second volume covers the main types of questionnaire and question construction. Included here is material on question order, question wording and response alternatives. The measurement of attitudes is examined. The third volume focuses on how to handle sensitive questions, problems of validity, the extent to which researchers succeed in measuring what they want to measure, and the relationship between the tools which they use and the underlying theoretical constructs. The fourth volume, on Surveys in the World, brings together the best material on memory and recall, truth-telling issues and how respondents comprehend basic questions. The advent of the computer programmed questionnaire is examined. The collection represents a distillation of the world's best material on questions and questionnaires in social surveys.

Campbell, Bruce. *Listening to your Donors: The Nonprofit's Practical Guide to Designing and Conducting Surveys that Improve Communication with Donors, Refine Marketing Methods, Make Fundraising Appeals More Effective, Increase your Income*. San Francisco, CA: Jossey-Bass, 2000.

Campbell, Nicole. *Usability Assessment of Library-related Web Sites: Methods and Case Studies*. Chicago, IL: LITA, a division of the American Library Association, 2001.

Conrad, Frederick G. & Schober, Michael F. *Envisioning the Survey Interview of the Future*. Hoboken, NJ: Wiley-Interscience, 2008.

Contents: Survey interviews and new communication technologies / Michael F. Schober and Frederick G. Conrad -- The contemporary standardized survey interview for social research / Nora Cate Schaeffer and Douglas W. Maynard -- Technology and the survey interview/questionnaire / Mick P. Couper -- Mobile web surveys : a preliminary discussion of methodological implications / Marek Fuchs -- Video-mediated interactions and surveys / Anne H. Anderson -- The speech IVR as a survey interviewing methodology / Jonathan Bloom -- Automating the survey interview with dynamic multimodal interfaces / Michael Johnston -- Is it self-administration if the computer gives you encouraging looks? / Justine Cassell and Peter Miller -- Disclosure and deception in tomorrow's survey interview : the role of information technology / Jeffrey T. Hancock -- Toward socially intelligent interviewing systems / Natalie K. Person, Sidney D'Mello, and Andrew Olney -- Culture, computer-mediated communication, and survey interviewing / Susan R. Fussell ... [et al.] -- Protecting subject data privacy in Internet-based HIV/STI prevention survey research / Joseph A. Konstan ... [et al.] -- Surveys and surveillance / Gary T. Marx -- Survey interviews

with new communication technologies : synthesis and future opportunities / Arthur C. Graesser, Moongee Jeon, and Bethany McDaniel.

Cork, Daniel L. *Survey Automation: Report and Workshop Proceedings*. Washington, DC: National Academies Press, 2003.

Couper, Mick. *Designing Effective Web Surveys*. Cambridge, UK; New York, NY: Cambridge University Press, 2008.

Abstract: A practical guide to designing Web surveys based on empirical evidence and grounded in scientific research and theory.

Contents: The importance of design for Web surveys -- The basic building blocks -- Going beyond the basics: visual and interactive enhancements to Web survey instruments -- General layout and design -- Putting the questions together to make an instrument -- Implementing the design.

Couper, Mick P. et al. *Computer Assisted Survey Information Collection*. New York, NY: Wiley, 1998.

Covey, D. T. *Usage and Usability Assessment: Library Practices and Concerns*. Washington, DC: Digital Library Federation, Council on Library and Information Resources, 2002.

Denise Troll Covey conducted interviews with library professionals engaged in assessment concerning the evaluation of online library services and user behavior. Her interviews covered "why digital libraries assessed the use and usability of their online collections and services; what aspects of those collections and services they were most interested in assessing; what methods the libraries used to conduct their assessments; which methods worked well and which worked poorly in particular kinds of assessments; how assessment data were used by the library, and to what end; what challenges libraries faced in conducting effective assessments. The result is a report on the application, strengths, and weaknesses of assessment techniques that include surveys, focus groups, user protocols, and transaction log analysis.... For each method she covers, she is careful to supply a definition, explain why and how libraries use the method, what they do with the results, and what problems they encounter." pref.

Czaja, Ronald & Blair, Johnny. *Designing Surveys: A Guide to Decisions and Procedures*. Thousand Oaks, CA; London: Pine Forge Press, 2003.

Das, Marcel et al. *Social and Behavioral Research and the Internet: Advances in Applied Methods and Research Strategies*. New York, NY: Routledge, 2011.

Contents: Introduction / Marcel Das, Peter Ester, and Lars Kaczmirek -- Internet survey methods: a review of strengths, weaknesses, and innovations / Jolene D. Smyth and Jennie E. Pearson -- Internet surveys as part of a mixed-mode design / Edith D. de Leeuw and Joop J. Hox -- "True" longitudinal and probability-based

Internet panels: evidence from the Netherlands / Annette C. Scherpenzeel and Marcel Das -- How representative are online panels? : problems of coverage and selection and possible solutions / Annette C. Scherpenzeel and Jelke G. Bethlehem -- Ethical considerations in Internet surveys / Eleanor Singer and Mick P. Couper -- How visual design affects the interpretability of survey questions / Vera Toepoel and Don A. Dillman -- Attention and usability in Internet surveys : effects of visual feedback in grid questions / Lars Kaczmirek -- Using interactive features to motivate and probe responses to open-ended questions / Marije Oudejans and Leah Melani Christian -- Measuring attitudes toward controversial issues in Internet surveys : order effects of open and closed questioning / Peter Ester and Henk Vinken -- Challenges in reaching hard-to-reach groups in Internet panel research / Corrie M. Vis and Miquelle A.G. Marchand -- Mode and context effects in measuring household assets / Arthur van Soest and Arie Kapteyn -- Internet survey paradata / Dirk Heerwegh -- Use of eye tracking for studying survey response processes / Mirta Galesic and Ting Yan -- Can biomarkers be collected in an Internet survey? : a pilot study in the LISS panel / Mauricio Avendano, Annette C. Scherpenzeel, and Johan P. Mackenbach -- Discussion and conclusions / Marcel Das, Peter Ester, and Lars Kaczmirek.

Dattalo, Patrick. *Determining Sample Size: Balancing Power, Precision, and Practicality*. Oxford, UK; New York, NY: Oxford University Press, 2008.

"This pocket guide shows social work students, educators, and researchers how to prevent some of the mistakes that would result from a wrong sample-size decision by describing and critiquing four main approaches to determining sample size. In concise, example-rich chapters, Dattalo covers sample-size determination using power analysis, confidence intervals, computer-intensive strategies, and ethical or cost considerations, as well as techniques for advanced and emerging statistical strategies such as structural equation modeling, multilevel analysis, repeated measures MANOVA and repeated measures ANOVA. He also offers strategies for mitigating pressures to increase sample size when doing so may not be feasible." "Whether as an introduction to the process for students or as a refresher for experienced researchers, this practical guide is a perfect overview of a crucial but often overlooked step in empirical social work research."--BOOK JACKET.

Contents: Basic terms and concepts -- Statistical power analysis -- Confidence intervals: measures of precision -- Computer-intensive methods -- Additional considerations, recommendations, and conclusions -- Worked examples.

DeCandido, GraceAnne A. & Blixrud, Julia C. *After the User Survey, What Then?* Washington, DC: Association of Research Libraries, Office of Management Services, 1997.

_____. *Issues and Innovations in after the User Survey, What Then?* Washington, DC: Association of Research Libraries, Office of Management Services, 1997.

De Leeuw, Edith Desirée et al. eds. *International Handbook of Survey Methodology*. New York, NY; London, UK: Lawrence Erlbaum Associates, 2008.

De Vaus, D. A. *Surveys in Social Research*. London, UK: Routledge, 2002.

De Vaus, D. A., ed. *Social Surveys 2*. Los Angeles, CA; London, UK: Sage, 2007.

Contents: v. 1. History, ethics and criticisms -- v. 2. Survey instruments and data sources -- v. 3. Survey applications -- v. 4. Survey quality.

Dillman, Don A. *Mail and Internet Surveys: The Tailored Design Method*, 3rd ed. New York, NY: Wiley, 2009.

Contents (for the 2nd ed): I. Elements of the tailored design method -- 1. Introduction to tailored design -- 2. Writing questions -- 3. Constructing the questionnaire -- 4. Survey implementation -- 5. Reduction of coverage and sampling errors -- II. Tailoring to the survey situation -- 6. Mixed-mode surveys -- 7. Alternative questionnaire delivery: in person, to groups, and through publications -- 8. When timing is critical: diary, customer satisfaction, and election forecast surveys -- 9. Household and individual person surveys by government -- 10. Surveys of businesses and other organizations -- 11. Internet and interactive voice response surveys -- 12. Optical scanning and imaging, and the future of self-administered surveys.

Donsbach, Wolfgang & Traugott, Michael W. *The Sage Handbook of Public Opinion Research*. Los Angeles, CA: Sage Pub., 2008.

Contents: Introduction / Wolfgang Donsbach, Michael W. Traugott -- History, philosophy of public opinion and public opinion research. Nature of public opinion. Public and public opinion in political theories / Vincent Price -- Deliberating public and deliberative polls / Peter Neijens -- News as a reflection of public opinion / Thomas E. Patterson -- Advocacy : alternative expressions of public opinion / Kurt Lang, Gladys Engel Lang -- Studying elite vs mass opinion / Ursula Hoffmann-Lange -- Internet as a new platform for expressing opinions and as a new public sphere / Bernhard Debatin -- Popular communication and public opinion / Debra Merskin, Jonathan David Tankel -- Development of public opinion research. Historical roots of public opinion research / Anthony Oberschall -- Mass-observation and modern public opinion research / Murray Goot -- Start of modern public opinion research / Hans L. Zetterberg -- Public opinion research in emerging democracies / Robert Mattes -- Theories of public opinion formation and change. Knowledge and attitudes / Penny S. Visser, Allyson Holbrook, Jon A. Krosnick -- Conceptions of attitudes and opinions / Roger Tourangeau, Mirta Galesic -- Theories on the perception of social reality / William P. Eveland, Jr., Carroll J. Glynn -- Pluralistic ignorance and nonattitudes / Patricia Moy -- Methodology. Design of surveys. Methodological strengths and weaknesses of survey research / Herbert F. Weisberg -- Uses and misuses of polls / Michael W. Traugott -- Face-to-face surveys / Jennifer Dykema, Danna Basson, Nora Cate Schaeffer -- Surveys by telephone / Paul J. Lavrakas -- Self-administered paper questionnaires / Don A. Dillman, Nicholas L. Parsons -- Internet surveys / Vasja Vehovar, Katja Lozar Manfreda, Gasper Koren -- Different survey modes and

international comparisons / Yang-chih Fu, Yun-han Chu -- Sampling / Colm O'Muircheartaigh -- Survey non-response / Adam J. Berinsky -- Split ballots as an experimental approach to public opinion research / Thomas Petersen -- Panel surveys / Jochen Hansen -- Focus groups and public opinion / David L. Morgan, Collin E. Fellows -- Content analyses and public opinion research / Winfried Schulz -- Measurement of public opinion. Designing reliable and valid questionnaires / Kenneth A. Rasinski -- Psychology of survey response / Norbert Schwarz -- Use of scales in surveys / Michael Häder -- Use of visual materials in surveys / Thomas Petersen -- Validation studies / Michael W. Traugott -- Identifying value clusters in societies / Hans L. Zetterberg -- Social and political environment of public opinion research. Legal status of public opinion research in the world / Wolfgang Donsbach, Uwe Hartung -- Attitudes of the public toward public opinion research and polling / Anne Hildreth -- Attitudes of journalists toward public opinion research / David H. Weaver -- Codes of ethics and standards in survey research / Tom W. Smith -- Archiving poll data / Wolfgang Jagodzinski, Meinhard Moschner -- Uses and effects of public opinion research. News media's use of opinion polls / Frank Brettschneider -- Use of surveys by governments and politicians / Robert M. Eisinger -- Use of public opinion research in propaganda / Michael Kunczik, Eva Johanna Schweitzer -- Effects of published polls on citizens / Sibylle Hardmeier -- Special fields of application. Use of surveys as legal evidence / Anne Niedermann -- Public opinion and the economy / Lutz M. Hagen -- Marketing research / Humphrey Taylor -- Social indicators and the quality of life / John P. Robinson -- Assessing long-term value changes in societies / Ottar Hellevik -- Exit polls and pre-election polls / Kathleen A. Frankovic -- International comparative surveys: their purpose, content and methodological challenges / Marta Lagos -- Use of voter research in campaigns / Fred Steeper.

Dooley, David. *Social Research Methods*. Upper Saddle River, NJ: Prentice Hall, 2001.

Fink, Arlene. *The Survey Kit*. Thousand Oaks, CA: Sage Publications, 2003.

10 volumes. Contents: v. 1. Survey handbook by Arlene Fink -- v. 2. How to ask survey questions by Arlene Fink -- v. 3. How to conduct self-administered and mail surveys by Linda B. Bourque, Eve P. Fielder -- v. 4. How to conduct telephone surveys /by Linda Bourque, Eve P. Fielder -- v. 5. How to conduct in-person interviews for surveys by Sabine Mertens Oishi -- v. 6. How to design survey studies by Arlene Fink -- v. 7. How to sample in surveys by Arlene Fink -- v. 8. How to assess and interpret survey psychometrics by Mark S. Litwin -- v. 9. How to manage, analyze, and interpret survey data by Arlene Fink -- v. 10. How to report on surveys by Arlene Fink.

Fink, Arlene & Kosecoff, Jacqueline B. *How to Conduct Surveys: A Step by Step Guide*. Thousand Oaks, CA: Sage Publications, 1998.

Firebaugh, Glenn. *Analyzing Repeated Surveys*. Thousand Oaks, CA: Sage Publications, 1997.

Foddy, William H. *Constructing Questions for Interviews and Questionnaires: Theory and Practice in Social Research*. Cambridge, UK; New York, NY, USA: Cambridge University Press, 1994.

Fowler, Floyd J. *Improving Survey Questions: Design and Evaluation*. Thousand Oaks, CA: Sage Publications, 1995.

_____. *Survey Research Methods*, 4th ed. Thousand Oaks, CA: Sage Publications, 2009.

Contents: Preface -- 1: Introduction -- Reasons for surveys -- Components of surveys -- Purposes and goals of this text -- 2: Types Of Error In Surveys -- Error associated with who answers -- Error associated with answers -- Recapping the nature of error in surveys -- 3: Sampling -- Sample frame -- Selecting a one-stage sample -- Multistage sampling -- Making estimates from samples and sampling errors -- How big should a sample be? -- Sampling error as a component of total survey error -- 4: Nonresponse: Implementing A Sample Design -- Calculating response rates -- Bias associated with nonresponse -- Reducing nonresponse -- Two other approaches to reducing nonresponse error -- Nonprobability (or modified probability) samples -- Nonresponse as a source of error -- 5: Methods Of Data Collection -- Major issues in choosing a strategy -- Summary comparison of the methods -- Conclusion -- 6: Designing Questions To Be Good Measures -- Increasing the reliability of answers -- Types of measures/types of questions -- Increasing the validity of factual reporting -- Increasing the validity of answers describing subjective states -- Question design and error.; 7: Evaluating Survey Questions And Instruments -- Defining objectives -- Preliminary question design steps -- Presurvey evaluation -- Design, format, and layout of survey instruments -- Field pretests -- Survey instrument length -- Conclusion -- 8: Survey Interviewing -- Overview of interviewer job -- Interviewer recruitment and selection -- Training interviewers -- Supervision -- Survey questions -- Interviewing procedures -- Validation of interviews -- Role of interviewing in survey error -- 9: Preparing Survey Data For Analysis -- Formatting a data file -- Constructing a code -- Approaches to coding and data entry -- Data cleaning -- Coding and data reduction as sources of error -- 10: Analyzing Survey Data -- Adjusting for sample nonresponse and sample frame deficiencies -- Coping with item nonresponse -- Adjusting for different probabilities of selection -- Calculating sampling errors -- Conclusion -- 11: Ethical Issues In Survey Research -- Informing respondents -- Protecting respondents -- Benefits to respondents -- Ethical responsibilities to interviewers -- Conclusion -- 12: Providing Information About Survey Methods -- 13: Survey Error In Perspective -- Concept of total survey design -- Error in perspective -- Conclusion -- References -- Author index -- Subject index -- About the author.

Gillham, Bill. *Small-Scale Social Survey Methods: Real World Research*. London, UK; New York, NY: Continuum International Pub. Group, 2008.

Contents: Social surveys: basic issues -- Sampling: probability or random methods -- Non-probability sampling methods -- Gaining access to the relevant group -- Focusing survey topics and questions -- The relationship between questions and answers --

Refining the questions -- The trialling stage -- Designing questionnaires and interview schedules -- The piloting stage -- Running the main study -- Descriptive data analysis -- Statistical analysis -- Content analysis -- Interpretation and writing up -- References -- Index.

Gomm, Roger. *Social Research Methodology: A Critical Introduction*, 2nd ed. New York, NY: Palgrave Macmillan, 2008.

Contents: Overview of the book -- Instruments and instrument design -- Controlled experiments -- More naturalism in experiments -- Computer simulations and complexity theory -- Sample surveys and statistical representativeness -- Natural experiments -- Controlling for time in natural experiments -- Using administrative data in research -- Questions and answers -- Analysing the results of qualitative interviews -- Observing naturally occurring events -- Analysing written documents -- Evaluative and emancipatory research -- Systematic reviews, meta-analysis and synthesis from diverse sources -- Research ethics.

Gray, George A. & Guppy, L. Neil. *Successful Surveys: Research Methods and Practice*, 4th ed. Australia; Scarborough, Ont.: Nelson Thomson, 2008.

Gray, Paul S. *The Research Imagination: An Introduction to Qualitative and Quantitative Methods*. New York, NY: Cambridge University Press, 2007.

"Whether one is conducting an intimate one-on-one interview or a large-scale examination of an entire society, human imagination and scientific principles go hand in hand. To that end, this book emphasizes scientific method but also acknowledges its critics. It covers a wide variety of data collection techniques but presents them as reinforcing, rather than competing with, one another, thus striking a balance between qualitative and quantitative methods. It is designed for students and instructors who want a comprehensive treatment of a variety of research techniques with special emphasis on qualitative approaches."--BOOK JACKET.

Contents: 1. Research process -- 2. Theory and method -- 3. Research design -- 4. Measurement -- 5. Ethical and political issues -- 6. Sampling -- 7. Survey research -- 8. Intensive interviewing -- 9. Observational field research -- 10. Feminist methods -- 11. Historical analysis -- 12. Experimental research -- 13. Content analysis -- 14. Aggregate data analysis -- 15. Comparative research methods -- 16. Evaluation research -- 17. Indexes and scales -- 18. Basic statistical analysis -- 19. Multivariate analysis and statistical significance -- Epilogue : the value and limits of social science knowledge -- App. A: A precoded questionnaire -- App. B: Excerpt from a codebook.

Groves, Robert M. *Survey Errors and Survey Costs*. Hoboken, NJ: Wiley, 2004.

Contents: 1. An introduction to survey errors -- 2. An introduction to survey costs -- 3. Costs and errors of covering the population -- 4. Nonresponse in sample surveys -- 5. Probing the causes of nonresponse and efforts to reduce nonresponse -- 6. Costs and errors arising from sampling -- 7. Empirical estimation of survey measurement error -- 8. The interviewer as a source of survey measurement error -- 9. the respondent as

a source of measurement error -- 10. Measurement errors associated with the questionnaire -- 11. Response effects of the mode of data collection.

_____. *Survey Methodology*, 2nd ed. Hoboken, NJ: Wiley, 2009.

Contents: 1. An introduction to survey methodology -- 2. Inference and error in surveys -- 3. Target populations, sampling frames, and coverage error -- 4. Sample design and sampling error -- 5. Methods of data collection -- 6. Nonresponse in sample surveys -- 7. Questions and answers in surveys -- 8. Evaluating survey questions -- 9. Survey interviewing -- 10. Postcollection processing of survey data -- 11. Principles and practices related to ethical research -- 12. FAQs about survey methodology.

Groves, Robert M., et al. *Survey Nonresponse*. New York, NY: Wiley Interscience, 2002.

Hafner, Arthur W. *Descriptive Statistical Techniques for Librarians*. Chicago, IL: American Library Association, 1998.

Harkness, Janet A. *Survey Methods in Multinational, Multiregional, and Multicultural Contexts*. Hoboken, NJ: Wiley, 2010.

Harkness, Janet A. et al. *Cross-Cultural Survey Methods*. Hoboken, NJ: J. Wiley, 2003.

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weight by poststratification -- Adjusting the weight in a followup survey -- Assessing the loss or gain in precision: the design effect -- The use of sample weights for survey data analysis -- Strategies for variance estimation -- Replicated sampling: a general approach -- Balanced repeated replication -- Jackknife repeated replication -- The bootstrap method -- The Taylor series method (linearization) -- Preparing for survey data analysis -- Data requirements for survey analysis -- Importance of preliminary analysis -- Choices of the method for variance estimation -- Available computing resources -- Creating replicate weights -- Searching for appropriate models for survey data analysis -- Conducting survey data analysis -- A strategy for conducting preliminary analysis -- Conducting descriptive analysis -- Conducting linear regression analysis -- Conducting contingency table analysis -- Conducting logistic regression analysis -- Other logistic regression models -- Design-based and model-based analysis* -- Concluding remarks.

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Contents: Preface -- Chapter 1. Methods for testing and evaluating survey questions / Stanley Presser, Mick P. Couper, Judith T. Lessler, Elizabeth Martin, Jean Martin, Jennifer M. Rothgeb, and Eleanor Singer -- Part I. Cognitive interviews. Chapter 2. Cognitive interviewing revisited: a useful technique, in theory? / Gordon B. Willis -- Chapter 3. The dynamics of cognitive interviewing / Paul Beatty -- Chapter 4. Data quality in cognitive interviews: the case of verbal reports / Frederick G. Conrad and Johnny Blair -- Chapter 5. Do different cognitive interview techniques produce different results? / Theresa J. DeMaio and Ashley Landreth -- Part II. Supplements to conventional pretests. Chapter 6. Evaluating survey questions by analyzing patterns of behavior codes and question-answer sequences: a diagnostic approach / Johannes van der Zouwen and Johannes H. Smit -- Chapter 7. Response latency and (para)linguistic expressions as indicators of response error / Stasja Draisma and Wil Dijkstra -- Chapter 8. Vignettes and respondent debriefing for questionnaire design and evaluation / Elizabeth Martin -- Part III. Experiments. Chapter 9. The case for

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Abstract: Survey Research can be used as an independent guide or as a workbook to accompany Keith F Punch's bestselling Introduction to Social Research (SAGE, 1998). It represents a short, practical 'how-to' book on a central methodology technique aimed at the beginning researcher. The focus of this book is on small-scale quantitative surveys studying the relationships between variables. After showing the central place of the quantitative survey in social science research methodology, it then takes a simple model of the survey, describes its elements and gives a set of steps and guidelines for implementing each element. The book then shows how the simple model of the quantitative survey generalizes easily to more complex models. It includes a detailed example of both simple and complex models, which readers should find very helpful. It is directed primarily at beginning researchers - upper-level undergraduate and graduate students in any area of social science, who often have to

do small scale surveys in projects and dissertations. Beyond this, it will be of interest to anybody interested in learning about survey research. It is written in non-technical language, aiming to be as accessible as possible to a wide audience.

Contents: Introduction and Purpose -- Relationships between Variables -- Elements of the Survey: Description -- Elements of the Survey: Implementation -- The Survey Report -- Examples -- Generalizing the Simple Model.

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Contents: Statistical background -- Underlying Bayesian theory -- Randomization-based evaluations -- Procedures with ignorable nonresponse -- Procedures with nonignorable nonresponse.

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Abstract: This work offers a step-by-step introduction and guide for planning and developing a survey, putting it online, and getting the data into a format to be analyzed. The book includes instructions for learning web development skills and contains leading web page authoring tools.

Salant, Priscilla & Dillman, Don A. *How to Conduct Your Own Survey*. New York, NY: Wiley, 1994.

Sapsford, Roger. *Survey Research*, 2nd ed. London, UK; Thousand Oaks, CA: Sage Publications, 2007.

[From the publisher description] Thoroughly revised and updated, it presents:

- concise and analytic coverage of multivariate analysis techniques
- a brand new chapter giving theoretical and practical advice on the stages involved in constructing scales to measure attitude or personality
- an up-to-date account of using materials on the internet
- addition of concise introductions and summaries to all chapters

This book will prove to be equally useful for students conducting small research projects in the social sciences or related professional/applied areas, researchers planning systematic data collection for applied purposes and policy makers who want to understand and analyse the research with whose conclusions they are presented.

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Abstract: Libraries devote serious resources to user-education programs and need to measure their effectiveness with hard data. This guide was designed to simplify the evaluation planning process and the making of evaluation instruments. The material was developed from hundreds of survey instruments used by librarians around the country. The handbook contains: (1) a guide to developing, conducting, and tabulating a survey or evaluation; (2) 14 sections of sample questions; (3) four appendices containing a sample cover letter, sample attitudinal and measurement scales, pre- and post-instruction checklists, and sample evaluation forms; (4) a glossary of terms; (5) a 66-item bibliography; and (6) a mail-in evaluation form for the handbook itself.

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Coal Mine Operation -- Identifying Disparate Needs of Scientists in a Research Institute -- Improving Organizational Communication in a School of Nursing -- Realigning Departmental Practices With Company Policies: A Survey of a Corporate Advertising Agency -- Effecting Managerial Change: An 11-year Managerial Survey Project -- Influence of Surveys in Initiating Top Management Action -- Contrasting Use of Surveys in Organizational Development: A 19-Year Project in Two Ski Resorts -- Diagnosing Organizational Unrest: A Study in a Television and Radio Station -- Employee Attitudes Toward Health, Safety, and Environmental Issues: A Decade of Surveys -- Survey Prediction of Worker Reactions to Organizational Changes -- Use of a Survey in Determining CEO Succession -- A Survey-Driven Supervisory Training Exercise -- A Survey's Role in a Federal Court Case.

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Contents: List of tables & figures -- Preface -- Acknowledgments -- Introduction -- What is a survey? -- Why is a book specific to online survey research needed? -- When should an online survey be used? -- Online survey studies -- Summary -- Planning the online survey -- E-mail surveys -- Internet/Intranet (Web page) surveys -- What to consider when buying survey software and selecting a Web survey host -- Survey objectives -- Survey timelines -- Survey research ethics -- Summary -- Sampling -- Populations and samples -- Sampling techniques for Internet surveys -- Sources of error in online surveys -- Summary -- Writing survey questions -- General considerations -- Validity of measurement -- Respondent-centered threats to validity -- Question format and wording -- Level of measurement -- Demographic questions -- Pretesting -- Summary -- Designing and developing the survey instrument -- Questionnaire design -- Making your survey accessible to everyone -- Ensuring that

participants respond only once -- Summary -- Conducting the survey -- Methods of recruitment -- Increasing the response rate -- Thank-you notes -- Summary -- Processing and analyzing the survey data -- Planning for data analysis -- Tracking the surveys -- Creating a codebook for e-mail surveys -- Data cleaning -- Data transformation -- Descriptive statistics -- Inferential statistics -- Summary -- Reporting the survey results -- Preliminary considerations -- Format of a survey report -- Oral presentations -- Poster session presentations -- Visual aids -- Matching survey results to type of display -- Distributing results using a Web-based survey development tool -- Summary -- Concluding comments -- Opportunities and challenges in online survey research -- Benefits of online surveys -- The future of online survey research -- Appendix A: Resource guide -- Appendix B: Probability sampling review for closed populations -- Appendix C: Basic demographic questionnaire -- Appendix D: Sample e-mail invitation -- Appendix E: Sample snail mail invitation -- Appendix F: Review of basic summary statistics -- Appendix G: Sample of SurveyMonkey's basic results report -- Glossary -- References -- Index -- About the authors.

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Contents: An introduction and a point of view -- Respondents' understanding of survey questions -- The role of memory in survey responding -- Answering questions about dates and durations -- Factual judgments and numerical estimates -- Attitude questions -- Attitude judgments and context effects -- Selecting a response: Mapping judgment to survey answers -- Editing of responses: Reporting about sensitive topics -- Mode of data collection -- Impact of cognitive models on survey measurement.

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(From the publicity materials) Survey research is one of the most widely used research methodologies across the social and behavioral sciences. Two trends that have had a major impact on the development of survey methods over the last decade are (1) the application of techniques and theories from cognitive psychology to the understanding and reduction of survey measurement error, and (2) the application of new computer and telephony technologies to data collection and analysis. These trends and other emerging issues from the 1990's literature on survey research methods are captured here in 617 detailed annotations to monographs, journals, government documents, dissertations, and ERIC documents. Annotations include examples from business, criminology, education, health and medicine, law, library science, mass media, work, religion, and women's studies.

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Alessi, Edward J. & Martin, James I. "Conducting an Internet-Based Survey: Benefits, Pitfalls, and Lessons Learned," 34 *Social Work Research* 122 (June 2010).

Abstract: The article discusses the benefits and challenges to conducting an Internet-based survey. According to the authors, an increasing number of researchers are shifting from the use of traditional recruitment strategies and other data collection

methods to Internet-based survey methodologies. They suggest the shift is a result of the increased accessibility of the Internet by ordinary individuals, not just those who are computer savvy. An overview of the authors' research using extant literature on Internet-based survey methods to examine the challenges and advantages to using the surveys in social work research is presented, which includes an in-depth discussion of the mistakes the authors encountered, the mistakes the authors made, and solutions for recruiting survey participants.

Alred, Katherine. "Customer Surveys Key to Success in the Competitive Marketplace," 30 *IIE Solutions* 10 (April 1998).

When performed properly, a survey becomes an integral part of the customer relations process, according to Daniel Kanouse, COO of Take Charge Consultants, Inc. He recommends 7 steps that companies can take to improve their surveying process and customer relations. They include: 1. Know your objectives. 2. Identify the survey population. 3. Verify your database. 4. Assemble the best qualified team. 5. Develop a strategic plan and timeline.

Alreck, Pamela L. & Settle, Robert B. "Planning Your Survey," 17 *American Demographics* 12 (August 1995).

Abstract: Examines the need to decide on a data collection method as a starting point to planning a survey. Methods discussed including personal interviews, telephone interviews, and mailing questionnaires; Intensity of contact as the basic difference among all three; How selection must come after specifying information needs; Pros and cons of personal interviews and telephone interviews. INSET: Choosing between telephone and in-person surveys.

Ambrose, David M. & Anstey, John R. "Questionnaire Development: Demystifying the Process," 6 *International Management Review* 83 (June 2010).

Abstract: In this paper, a seven-category model is detailed as a method of questionnaire design and presented as a significant instructional guide. The application of the method substantially strengthens the final questionnaires. Furthermore, the method provides greater assurance that significant questions have not been inadvertently excluded from a study. The method moves the process of questionnaire design towards a more disciplined process with less dependency upon artistic insights. By providing a rational basis for gathering information, the method, also, more quickly engages and orients those who are less experienced in designing questionnaires.

Applegate, Rachel. "Models of User Satisfaction: Understanding False Positives," 32 *RQ* 525 (Summer 1993).

Bachmann, Duane P. et al. "E-mail and Snail Mail Face Off in a Rematch," 11 *Marketing Research* 10 (Winter 1999/Spring 2000).

Abstract: The article compares the effectiveness of electronic mail surveys against traditional mail surveys. The following are the advantages of electronic mail as a survey tool: low cost, quick response time, more candid responses, ease of recontacting subjects, increase in subjects' willingness to respond to open-ended questions, and potential use of sound and motion within the questionnaire. However, the general population's interest and attitudes towards electronic mail has been negatively affected by the increased in the number of unwanted or unsolicited electronic mail messages. This scenario could affect the electronic mail survey's usefulness.

Bancroft, Audrey F. et al. "A Forward-Looking Library Use Survey: WSU Libraries in the 21st Century," 24 *Journal of Academic Librarianship* 216 (1998).

Bertot, John Carlo. "Web-Based Surveys: Not Your Basic Survey Anymore," 79 *Library Quarterly* 119 (Jan. 2009).

Abstract: The article examines how web-based surveys have developed over time and discusses their application in library settings. The article explores how to design an effective web-based survey aimed at data collection, discusses their use in the library community and presents strategies for customization in order to optimize the data collection process. The author notes that when designing an effective web survey librarians need a suitable database, knowledge of programming code and a user-friendly interface.

Bertot, John Carlo et al. "Research in Practice: Survey Research and Libraries: Not Necessarily Like in the Textbooks," 78 *Library Quarterly* 99 (Jan. 2008).

Abstract: The article focuses on the distinctions between survey research methodology theory and practice. The authors illustrate the common construction of idealistic scenarios of library science textbooks with the challenges and logistics of carrying out a large-scale library audience survey. The American Library Association's Public Libraries and the Internet survey series is discussed in detail. The results of the survey are described, outlining trends in U.S. library patron demographics, as well as an outline of the actual conducting of the survey and its associated setbacks.

Best, Samuel J., et al. "An Assessment of the Generalizability of Internet Surveys," 19 *Social Science Computer Review* 131 (2001).

Biemer, Paul P. "Total Survey Error: Design, Implementation, and Evaluation," 74 *Public Opinion Quarterly* 817 (Dec. 2010).

Abstract: The total survey error (TSE) paradigm provides a theoretical framework for optimizing surveys by maximizing data quality within budgetary constraints. In this article, the TSE paradigm is viewed as part of a much larger design strategy that seeks to optimize surveys by maximizing total survey quality; i.e., quality more broadly defined to include user-specified dimensions of quality. Survey methodology, viewed within this larger framework, alters our perspectives on the survey design,

implementation, and evaluation. As an example, although a major objective of survey design is to maximize accuracy subject to costs and timeliness constraints, the survey budget must also accommodate additional objectives related to relevance, accessibility, interpretability, comparability, coherence, and completeness that are critical to a survey's "fitness for use." The article considers how the total survey quality approach can be extended beyond survey design to include survey implementation and evaluation. In doing so, the "fitness for use" perspective is shown to influence decisions regarding how to reduce survey error during design implementation and what sources of error should be evaluated in order to assess the survey quality today and to prepare for the surveys of the future.

Booth, Andrew. "Mind Your Ps and Qs (Pitfalls of Questionnaires)," 22 *Health Information and Libraries Journal* 228 (Sept. 2005).

Abstract: Offers advice on how to prepare research questionnaires. Determination of required information; Utilization of two-targeted questions; Uselessness of aggregated questions; Inadequacies of compound questions.

Bradley, N. "Sampling for Internet Surveys: An Examination of Respondent Selection for Internet Research," 41 *Journal of the Market Research Society* 387 (1999).

Calvert, P. J. & Herson, P. "Surveying Service Quality within University Libraries in New Zealand," 23 *The Journal of Academic Librarianship* 408 (September 1997).

This article builds on work by Peter Herson and Ellen Altman in creating a generic service equality questionnaire. It shows the steps taken in New Zealand to adapt the questionnaire to local conditions and terminology. It concludes that items ranked highly in terms of importance in service quality by library users in the United States were paralleled in the New Zealand pilot survey instrument. A copy of the questions and their average (mean) scores is included. This research was conducted before the ARL initiative that led to the development of the LibQUAL+ instrument.

Carley-Baxter, Lisa et al. "Comparison of Cell Phone and Landline Surveys: A Design Perspective," 22 *Field Methods* 3 (Feb. 2010).

Rapidly decreasing coverage of landline surveys is increasing the need to implement dual-frame surveys for inference to the adult U.S. population. Vast differences between the way cell phones and landlines are used, and the populations using them, require separate data collection designs. Yet research comparing cell phone surveys to landline telephone surveys is scarce with respect to operational outcomes. The authors test hypothesized differences between cell phone and landline interviewing through experiments on survey topic and length and find that these factors may not have the same impact in cell phone surveys. To help optimize calling cell phone numbers in future studies, the authors present self-reported cell phone use patterns and other factors affecting the probability of contact and sampling design. To inform

the inclusion of adults with both a cell and landline phone, they compare cell phone use among cell phone only and cell with landline cases. The authors found notable differences between the cell only and cell with landline respondents in terms of cell phone use. Implications and directions for future work are discussed.

Cho, Hyunyi & LaRose, Robert. "Privacy Issues in Internet Surveys," 17 *Social Science Computer Review* 421 (1999).

Converse, Patrick D. et al. "Response Rates for Mixed-Mode Surveys Using Mail and E-mail/Web," 29 *American Journal of Evaluation* 99 (Mar. 2008).

Abstract: This study examines response rates for mixed-mode survey implementation involving mail and e-mail/Web components. Using Dillman's Tailored Design Method, 1,500 participants were sent a survey either (a) via mail with a follow-up contact via e-mail that directed them to a Web-based questionnaire or (b) via e-mail that directed them to a Web-based questionnaire with a follow-up contact via mail. Results indicate that these mixed-mode procedures produce moderately high response rates. However, the mail survey tended to be more effective than the e-mail/Web survey, when serving either as the initial contact or as the follow-up contact. These results suggest that survey implementation involving mail followed by e-mail/Web, or even mail-only approaches, may result in larger samples than implementation involving e-mail/Web followed by mail.

Couper, Mick P. "Web Surveys: A Review of Issues and Approaches," 64 *Public Opinion Quarterly* 464 (2000).

Couper, Mick P. & Miller, Peter V. "Web Survey Methods: Introduction," 72 *Public Opinion Quarterly* 831 (Special Issue 2008).

Abstract: A key characteristic of Web surveys is their diversity. Unlike other modes of data collection, where the method tells us something about both the sampling process & the method of data collection, the term "Web survey" is too broad to give us much useful information about how the study was carried out. For example, referring to an RDD telephone survey describes both the method of sampling (in part) & the mode of data collection. But there are so many different ways to identify sampling frames for Web surveys, to invite people to complete such surveys, & to administer surveys over the Internet (see Couper 2000) that the term "Web survey" conveys little evaluative information. The implications of this diversity are twofold. First, broad generalizations or claims about Web surveys relative to other methods of data collection are ill-advised. Second, much more detail about the process is needed in order for the reader to make judgments about the quality of the process itself or about the resulting data. The papers in this special issue reflect some of the many ways that the Internet can be used whether alone or in combination with other methods to conduct surveys. References. Adapted from the source document.

Couper, Mick P., et al. "Web Survey Design and Administration," 65 *Public Opinion Quarterly* 230 (2001).

Crawford, Scott, et al. "Web Surveys: Perceptions of Burden," 19 *Social Science Computer Review* 146 (2001).

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Davis, Deborah S. & Bernstein, Alan M. "From Survey to Service: Using Patron Input To Improve Customer Satisfaction," 14 *Technical Services Quarterly* 47 (1997).

deRouvray, Christel & Couper, Mick P. "Designing a Strategy for Reducing "No Opinion" Responses in Web-Based Surveys," 20 *Social Science Computer Review* 3 (2002).

Dinerman, Gloria. "If You Don't Know, Ask: The Art and Craft of Survey," 6 *Information Outlook* 6 (July 2002).

Doyle, Christine. "The Perceptions of Library Service Questionnaire PLSQ: The Development of a Reliable Instrument to Measure Student Perceptions of and Satisfaction with Quality of Service in an Academic Library," 1 *New Review of Academic Librarianship* 139 (1995).

East, Robert & Uncles, Mark D. "In Praise of Retrospective Surveys," 24 *Journal of Marketing Management* 929 (Nov. 2008).

Abstract: Some important issues in marketing require the use of retrospective surveys. But, despite the lack of suitable alternative methods, retrospective survey-based research tends to be given short shrift by journal editors and is treated harshly in review processes. The goal of this paper is to acknowledge justifiable criticisms, see to what extent these criticisms can be addressed or contained, and to foster an inclusive approach to the use of retrospective surveys -- especially for the investigation of those important issues that cannot be studied systematically in any other way. Examples are drawn from word of mouth (WOM) research -- an area where retrospective surveys have been an indispensable method for gaining knowledge.

Epstein, Joel & Klinkenberg, W. Dean. "Collecting Data via the Internet: The Development and Deployment of a Web-Based Survey," 19 *Journal of Technology in Human Services* 33 (2002).

Abstract: This report discusses the process of developing and deploying an Internet-based study that sought to replicate the results of a traditionally administered questionnaire. We present data on the characteristics of respondents, hit and completion rates, and the effectiveness of a dozen different methods of advertising the survey. Overall, we were very successful in soliciting a gay and lesbian sample of Internet-users and collected one of the largest samples for a Web-based survey to

date. Publicity methods that addressed the target audience's specific interests were far more effective than broader advertising methods.

Evans, Joel R. & Mathur, Anil. "The Value of Online Surveys," 15 *Internet Research* 195 (2005).

Abstract: Purpose - To provide a thorough analysis of the role of the internet in survey research and to discuss the implications of online surveys becoming such a major force in research. Design/methodology/approach - The paper is divided into four major sections: an analysis of the strengths and potential weaknesses of online surveys; a comparison of online surveys with other survey formats; a discussion on the best uses for online surveys and how their potential weaknesses may be moderated; and an overview of the online survey services being offered by the world's largest research firms. Findings - If conducted properly, online surveys have significant advantages over other formats. However, it is imperative that the potential weaknesses of online surveys be mitigated and that online surveys only be used when appropriate. Outsourcing of online survey functions is growing in popularity. Practical implications - The paper provides a very useful source of information and impartial advice for any professional who is considering the use of online surveys. Originality/value - The paper synthesizes the vast literature related to online surveys, presents original material related to survey methodology, and offers a number of recommendations.

Galesic, Mirta & Bosnjak, Michael. "Effects of Questionnaire Length on Participation and Indicators of Response Quality in a Web Survey," 73 *Public Opinion Quarterly* 349 (Summer 2009).

Abstract: This paper investigates how expected and actual questionnaire length affects cooperation rates and a variety of indicators of data quality in web surveys. We hypothesized that the expected length of a web-based questionnaire is negatively related to the initial willingness to participate. Moreover, the serial position of questions was predicted to influence four indicators of data quality. We hypothesized that questions asked later in a web-based questionnaire will, compared to those asked earlier, be associated with (a) shorter response times, (b) higher item-nonresponse rates, (c) shorter answers to open-ended questions, and (d) less variability to items arranged in grids. To test these assumptions, we manipulated the stated length (10, 20, and 30 minutes) and the position of questions in an online questionnaire consisting of randomly ordered blocks of thematically related questions. As expected, the longer the stated length, the fewer respondents started and completed the questionnaire. In addition, answers to questions positioned later in the questionnaire were faster, shorter, and more uniform than answers to questions positioned near the beginning. Adapted from the source document.

Gonzalez, J.E. "Present Day Use of the Internet for Survey-Based Research," 19 *Journal of Technology in Human Services* 19 (2002).

Abstract: This article argues that Internet-based survey research studies are presently limited in their utility. What many consider classical blunders in political polling that took place in the 1930s are used as a vehicle for describing parallel methodological errors that may occur with present-day use of the Internet. Without thoughtful protocols, Internet-based surveys are susceptible to these familiar errors, which limit their predictive utility. Tools such as e-mail, file transfers, and data and information access/retrieval should continue to be the primary role of Internet use. A model that articulates the use of Internet technology in survey research is offered for consideration.

Gross, Melissa & Saxton, Matthew L. "Integrating the Imposed Query into the Evaluation of Reference Service: A Dichotomous Analysis of User Ratings," *24 Library & Information Science Research* 251 (2002).

This article discusses a secondary analysis of a user survey from 13 public libraries to isolate factors that contribute to high levels of performance by reference librarians and to identify reliable indicators that can be used to measure and evaluate reference services. It also examined user ratings of reference services by transaction type, either self-generated or imposed.

Hahn, Susan E., et al. "Assessing Customer Demands: Making Changes that Count User Satisfaction Surveys at the University of Oklahoma," *16 Library Administration & Management* 16 (Winter 2002).

The University of Oklahoma administers a student survey annually. The satisfaction rating of the library had steadily declined for five years. The library wanted a more detailed analysis of user satisfaction, so administered 12 surveys with the help of students in a marketing class to students, faculty and staff. Based on the results signage was both increased and changed to avoid library jargon, reference service points were integrated. Simultaneously the automated catalog system was upgraded. Their conclusion: "Anecdotal observations and the satisfaction survey suggest that following through with customer recommendations does produce measurable changes in the perceptions of users as determined by user surveys."

Hernon, Peter. "Determination of Sample Size and Selection of the Sample: Concepts, General Sources, and Software," *55 College & Research Libraries* 171 (March 1994).

Herring, Susan D. "Using the World Wide Web for Research: Are Faculty Satisfied? Survey Results," *27 The Journal of Academic Librarianship* 213 (May 2001).

"This survey explored faculty members' satisfaction toward the Web as a research source. Results indicate that, although faculty members are generally satisfied with the Web, they question the accuracy and reliability of much Web-based information and the sufficiency of Web resources for research. Attitudes also vary by academic discipline." It includes a good example of a mailed survey. It was sent to faculty in 30 different Alabama institutions, staggered by proportion of faculty found there so

that 15% were from community/junior colleges, 13.1% from 4-year colleges and 71.9% from universities. Community/junior college faculty and science faculty found the web most authoritative and useful while literature and humanities faculty found it the least and used it less. Implications for traditional print and electronic collection development are discussed.

Hiller, Steve. "Assessing User Needs, Satisfaction, and Library Performance at the University of Washington Libraries," 49 *Library Trends* 605 (Spring 2001).

Discusses methods used at the University of Washington libraries to assess user needs, satisfaction, and library performance. Describes the triennial user surveys used in the past as well as the new ARL's (Association of Research Libraries) LibQUAL+ methodology that focused on quality of service and library support through a Web-based survey.

Homberg, Anders et al. "Contact Strategies to Improve Participation via the Web in a Mixed-Mode Mail and Web Survey," 26 *Journal of Official Statistics* 465 (Sept. 2010).

Janes, Joseph. "Survey Construction," 17 *Library Hi Tech* 321 (1999).

Julien, Heidi E. "A Content Analysis of the Recent Information Needs and Uses Literature," 18 *Library & Information Sciences Research* 53 (Winter 1996).

Krysan, Maria et al. "Response Rates and Response Content in Mail Versus Face-to-Face Surveys," 58 *Public Opinion Quarterly* 381 (1994).

Lakner, Edward. "Optimizing Samples for Surveys of Public Libraries: Alternatives and Compromises," 20 *Library & Information Science Research* 321 (1998).

A recent national survey polled public library directors and local government officials concerning the value of public library services and outlook for local tax support of public libraries. This article focuses on procedures used in planning the study sample, and broader issues to be considered in designing a national sample for public libraries.

Lietz, Petra. "Research into Questionnaire Design," 52 *International Journal of Market Research* 249 (2010).

Abstract: Some consider responding to survey questions as a sophisticated cognitive process whereby respondents go through, often iterative, steps to process the information provided to them by questions and response options. Others focus more on the interplay between questions and answers as a complex communication process between researchers and respondents, their assumptions, expectations and perceptions. In this article, cognitive and communication research is reviewed that has tested the impact of different question and answer alternatives on the responses obtained. This leads to evidence-based recommendations for market researchers, who frequently have to make decisions regarding various aspects of questionnaire design

such as question length and order, question wording, as well as the optimal number of response options and the desirability or otherwise of a 'don't know' option or a middle alternative.

MacEwan, Bonnie J. "Understanding Users' Needs and Making Collections Choices at Pattee Library," 23 *Library Collections, Acquisitions, and Technical Services* 315 (1999).

"Understanding user needs has always been the key to building relevant collections and designing appropriate services. The availability of electronic resources and the many choices of format and access methods have made understanding library users even more critical. Librarians can use formal and informal methods to gather information about users. Formal methods include surveys and focus groups. The information gathered can be used for selection and service. It should also be used to reshape the scholarly information system to better meet the needs of undergraduates and researchers, beginning users and sophisticated users' and users who are doing in-depth research and those who just want a small amount of information quickly." Interesting list of what the students said they wanted and didn't want in information products. Also points out that there is a continuum among users of how much information they want. Not all service point transactions are "teachable moments."

Marino, Sylvia Lacock. "Surveys Says!" 25 *EContent* 32 (April 2002).

Mehta, Rajiv & Sivadas, Eugene. "Comparing Response Rates and Response Content in Mail versus Electronic Mail Surveys," 37 *Journal of Market Research Society* 429 (1995).

Miller, Lynette. "User Satisfaction Surveys," 17 *APLIS* 125 (Sept. 2004).

Abstract: The design of a user satisfaction survey instrument and methodology is determined by the objective of the survey, the users' characteristics and the resources available. These three inputs will inform decisions about the survey options. The option chosen will in turn influence the layout of the survey, methods of maximising response rates and methods of analysis. These are all interrelated and it will be necessary to review earlier decisions when viewing the survey project from each of these aspects.

Moore, David W. "Measuring New Types of Question-Order Effects: Additive and Subtractive," 66 *Public Opinion Quarterly* 80 (Spring 2002).

Murgai, Sarla R. "When Library Surveys Result in Positive Action: A Success Story," 53 *Tennessee Librarian* 5 (Winter 2002).

Norman, Kent L. et al. "Navigational Issues in the Design of Online Self-Administered Questionnaires," 20 *Behaviour and Information Technology* 37 (2001).

Perkins, Gay Helen & Yuan, Haiwang. "A Comparison of Web-based and Paper-and-Pencil Library Satisfaction Survey Results," 62 *College and Research Libraries* 369 (July 2001).

Western Kentucky University Libraries developed a survey similar to its Web-based library satisfaction survey, with identical content for library Web and exit patrons to compare these groups' responses. Focuses on the collection of Web and exit survey responses in a two-week period, transformation of response data for analysis, comparison of the two samples, and discussion of potential use of results.

Peytchev, Andy. "Survey Breakoff," 73 *Public Opinion Quarterly* 74 (Spring 2009).

Abstract: Survey respondents may start the survey but fail to complete it, resulting in breakoff. This behavior occurs in interviewer-administered surveys but it occurs at high rates in web surveys, necessitating further attention. Breakoff is one of multiple response behaviors, each of which can be affected by unique and common causes. We present a framework within which to study different response behaviors, unit nonresponse, breakoff, item nonresponse, and measurement properties, and the factors affecting them in web surveys. Theories within this framework for explaining breakoff are proposed and tested. Features within the survey that are only seen after starting are predictive of breakoff rate, distinguishing this behavior from unit nonresponse. Education, a proxy for respondent cognitive sophistication, was significantly related to breakoff rates. Furthermore, respondents who broke off did not seem inattentive, supporting further efforts in their retention. Question and questionnaire design characteristics were predictive of survey breakoff, and placed in the context of the survey response process model and respondent burden. Implications for survey design and needs for future work are discussed.

Plosker, George R. "Conducting User Surveys: An On-Going Information Imperative," 26 *Online* 64 (September/October 2002).

Quiney, Lynn V. "If It Moves. . ." 26 *The Law Librarian* 295 (March 1995).

Revill, D. H. "Self-Assessment of an Academic Library at Liverpool John Moores University in the UK," 3 *New Review of Academic Librarianship* 151 (1997).

This article details a British library's experience with a survey to measure staff satisfaction with the library. The institution does an annual student survey which consistently rates the library's service highly. The conclusion was that "...users' perception of the Service would appear to be higher than that of its staff. The instrument is of some value in eliciting the views of staff. It does provide an opportunity to communicate to University management information derived from a formalized self-assessment."

Roberts, Elizabeth S. "In Defense of the Survey Method: An Illustration from a Study of User Information Satisfaction," 39 *Accounting and Finance* 53 (March 1999).

Abstract: The use of the survey method in management information systems is critically evaluated with the aim of overcoming some of its potential weaknesses. A research project employing the survey method was used to study the causes of user information satisfaction. The results showed that by carefully developing instruments and questionnaires, criticisms to surveys can be countered. Moreover, ensuring that the survey has a well-developed theoretical framework and clearly defined constructs will lead to reliable and valid collection of data.

Scarlett, Joanna. "Internet Use Survey," 28 *Law Librarian* 101 (June 1997).

Schillewaert, Niels et al. "Non-Probability Sampling for WWW Surveys: A Comparison of Methods," 40 *Journal of the Market Research Society* 307 (1998).

Schlichter, Doris J. & Pemberton, J. Michael. "The Emperor's New Clothes? Problems of the User Survey as a Planning Tool in Academic Libraries," 53 *College and Research Libraries* 257 (1992).

Shih, Tse-Hua & Fan, Xitao. "Comparing Response Rates from Web and Mail Surveys: A Meta-Analysis," 20 *Fields Methods* 249 (Aug. 2008).

Abstract: This study meta-analyzes thirty-nine study results published within last ten years that directly compared Web and mail survey modes. Although considerable variation exists across the studies, the authors' findings show that mail surveys have higher response rates than Web surveys in general. Two study features (i.e., population types and follow-up reminders) are shown to contribute statistically to the variation of response rate differences between Web and paper surveys in the comparative studies. College respondents appear to be more responsive to Web surveys, while some other respondents (e.g., medical doctors, school teachers, and general consumers) appear to prefer traditional mail surveys. Follow-up reminders appear to be less effective for Web survey respondents than for mail survey respondents. Other study features (i.e., implementation of random assignment of survey respondents, incentives, and publication year) are not statistically useful in accounting for the variation of response rate differences between Web and mail surveys.

Siatri, Rania. "The Evolution of User Studies," 49 *Libri* 132 (September 1999).

Smyth, Jolene D. et al. "Open Ended Questions in Web Surveys: Can Increasing the Size of Answer Boxes and Providing Extra Verbal Instructions Improve Response Quality?" 73 *Public Opinion Quarterly* 325 (Summer 2009).

Abstract: Previous research has revealed techniques to improve response quality in open-ended questions in both paper and interviewer-administered survey modes. The purpose of this paper is to test the effectiveness of similar techniques in web surveys. Using data from a series of three random sample web surveys of Washington State University undergraduates, we examine the effects of visual and verbal answer-box

manipulations (i.e., altering the size of the answer box and including an explanation that answers could exceed the size of the box) and the inclusion of clarifying and motivating introductions in the question stem. We gauge response quality by the amount and type of information contained in responses as well as response time and item nonresponse. The results indicate that increasing the size of the answer box has little effect on early responders to the survey but substantially improved response quality among late responders. Including any sort of explanation or introduction that made response quality and length salient also improved response quality for both early and late responders. In addition to discussing these techniques, we also address the potential of the web survey mode to revitalize the use of open-ended questions in self-administered surveys. Adapted from the source document.

Supovitz, Jonathan A. "Surveying Through Cyberspace," 20 *American Journal of Evaluation* 251 (1999).

Udell, Jon. "Web Surveys: With Properly Designed Forms, the Web Becomes a Valuable Resource for Data Collection," 21 *BYTE* (New Hampshire) 133 (1996).

Vicente, Paula & Reis, Elizabeth. "Using Questionnaire Design to Fight Nonresponse Bias in Web Surveys," 28 *Social Science Computer Review* 251 (May 2010).

Abstract: The technical potential of the Internet offers survey researchers a wide range of possibilities for web surveys in terms of questionnaire design; however, the abuse of technical facilities can detract respondents from cooperating rather than motivating them. Within the web survey methodology literature, many contributions can be found on how to write a "good" questionnaire. The outcomes are however scattered and researchers and practitioners may find it difficult to obtain an overall picture. The article reviews the latest empirical research on how questionnaire characteristics affect response rates. The article is divided into three main sections: an introduction where the various forms of nonresponse in web surveys are described; a second section presenting questionnaire features affecting nonresponse-general structure, length, disclosure of survey progress, visual presentation, interactivity, and question/response format-and a final section that summarizes the options in terms of questionnaire design and its implications for nonresponse rate.

"Web Survey Software," 19 *PC Magazine* (American Edition) 163 (2000).

Westbrook, Lynn. "Analyzing Community Information Needs: A Holistic Approach," 14 *Library Administration & Management* 26 (Winter 2000).

Willits, Fern K. & Ke, Bin. "Part-Whole Question Order Effects," 59 *Public Opinion Quarterly* 392 (1995).

Witte, James C. et al. "Research Methodology: Method and Representation in Internet-based Survey Tools," 18 *Social Science Computer Review* 179 (2000).

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American Statistical Association, Survey Research Methods Section,
<http://www.amstat.org/sections/srms/> (last date accessed 6/13/2011).

- See *Conferences and Publications* and *Links and Resources*.
- Links to “What is a Survey Series,” <http://www.whatisasurvey.info/>, a booklet written primarily for non-specialists and is free of charge.

Colorado State University, *Writing Guide: Survey Research*,
<http://writing.colostate.edu/guides/research/survey/> (last date accessed 6/13/2011)

See also *Annotated Bibliography of Survey Research*, available at
<http://writing.colostate.edu/guides/research/survey/pop2f.cfm> (last date accessed June 29, 2011).

CustomInsight.com, *Writing Effective Survey Questions*,
<http://www.custominsight.com/articles/effective-survey-questions.asp> (last date accessed June 29, 2011).

Dillman, Don A. et al., *Principles for Constructing Web Surveys*,
<http://www.sesrc.wsu.edu/dillman/papers/1998/principlesforconstructingwebsurveys.pdf> (last date accessed June 29, 2011).

Draft research papers by Don A. Dillman, who has done extensive research on survey development, are available at <http://www.sesrc.wsu.edu/dillman/papers.html>.

Encyclopedia of Educational Technology, *Types of Survey Questions*,
<http://edweb.sdsu.edu/eet/articles/methodsofinq/index.htm> (last date accessed June 29, 2011).

Frary, Robert B., *A Brief Guide to Questionnaire Development*,
<http://ericae.net/ft/tamu/vpiques3.htm> (last date accessed June 29, 2011).

Manfreda, Katja Lozar et al., *Design of Web Survey Questionnaires: Three Basic Experiments*, <http://jcmc.indiana.edu/vol7/issue3/vehovar.html> (last date accessed June 29, 2011).

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StatPac, *Survey Design Tutorial*, <http://www.statpac.com/surveys/> (last date accessed June 29, 2011).

The Survey System, *Survey Design*, <http://www.surveysystem.com/sdesign.htm> (last date accessed June 29, 2011).

This is the Survey Design chapter from The Survey System's Tutorial. This chapter is intended primarily for those who are new to survey research. It discusses options and provides suggestions on how to design and conduct a successful survey.

University of Illinois at Chicago, Survey Research Laboratory, <http://www.srl.uic.edu/> (last date accessed 6/13/2011).

See *Links Related to Survey Research*, <http://www.srl.uic.edu/links.html> (last date accessed 6/13/2011), which provides links to survey organizations, questionnaire design, data collection, analysis of survey data, web surveys, and more.

University of Leeds, *Guide to the Design of Questionnaires*, [http://iss.leeds.ac.uk/info/312/surveys/217/guide to the design of questionnaires](http://iss.leeds.ac.uk/info/312/surveys/217/guide%20to%20the%20design%20of%20questionnaires) (last date accessed June 29, 2011).

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