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Dr. Pamela Campanelli is a Survey Methods Consultant and U.K. Chartered Statistician. She received her Ph.D. in statistics from the London School of Economics, and an M.A. in applied social research and B.A. in psychology from the University of Michigan. She has been involved in surveys and survey methods work since her start as a Research Associate at the University of Michigan in 1982. Later she was a Survey Statistician at the Center for Survey Methods Research at the U.S. Bureau of the Census, then Chief Research Officer in charge of methodology at the UK Institute for Social and Economic Research at the University of Essex, and lastly, before becoming self-employed, she was a Research Director at the Survey Methods Centre at the National Centre for Social Research, London. Her main interests and publications are in the study of survey error and data quality issues, with a special emphasis on questionnaire design, question-testing strategies, interviewing techniques, survey nonresponse, and survey sampling. She works with government, business, and academic clients and regularly teaches short courses in the UK and abroad including summer schools at the University of Michigan (linked to the Joint Program in Survey Methodology), the University of Hong Kong, the University of Essex and the Swiss Summer School. See www.thesurveycoach.com