

Chapter 8

Writing Effective Questions

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SUGGESTIONS FOR FURTHER READING

The four books listed below are useful resources for how to write better questions and for understanding how respondents answer.

Converse, J., and Presser, S. (1986). *Survey questions*. Beverly Hills, CA: Sage.

Fowler, F. J. (1995). *Improving survey questions*. Thousand Oaks, CA: Sage.

Sudman, S. and Bradburn, N. (1982). *Asking questions: A practical guide to questionnaire design*. San Francisco: Jossey-Bass.

Tourangeau, R., Rips, L., & Rasinski, K. (2000). *The psychology of survey response*. Cambridge, MA: Cambridge University Press.

INTERNET RESOURCES

Developing and Using Questionnaires by the US General Accounting Office (GAO) 1993 at <http://archive.gao.gov/t2pbat4/150366.pdf>

In German: ZUMA-How-to-Reihe, # 2, Rolf Porst (2000) on Question wording at http://www.gesis.org/Publikationen/Berichte/ZUMA_How_to/index.htm