

Chapter 9

The Logic and Psychology of Constructing Questionnaires

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SUGGESTIONS FOR FURTHER READING

Classic book on developing questionnaires

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

Practical handbook on question writing

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

Practical guide for developing mail, face-to-face, and telephone instruments

Salant, P.A. & Dillman, D.A. (1994). *How to conduct your own survey*. New York: Wiley

Questionnaire construction methods for web surveys

Best, S. & Krueger, B. (2004). *Internet data collection*. Thousand Oaks, CA: Sage.

Baker, R.P., Crawford, S. & Swinehart, J. (2005). Development and Testing of Web Questionnaires in Presser, S. et al. (eds.) *Methods for testing and evaluating survey questionnaires*. New York: Wiley-Interscience.

Examples of page construction for mail and web surveys plus examples of visual layout effects in web surveys.

Dillman, D.A. (2007). *Mail and Internet surveys: The tailored design method, second edition (2007 update)*. New York: Wiley.

INTERNET RESOURCES

Don Dillman's homepage at <http://www.sesrc.wsu.edu/dillman> contains a section with available papers. Especially the papers on visual design and mode comparisons are of interest for this chapter.