

**Fowler, Jack**

Floyd Jackson Fowler, Jr. has been a Senior Research Fellow at the Center for Survey Research, University of Massachusetts-Boston, since 1971; he served as Director of the Center for 14 years. A graduate of Wesleyan University, he received a Ph.D. in Social Psychology from the University of Michigan in 1966. A specialist in survey methodology, Dr. Fowler is author or co-author of four widely used texts on survey methods, as well as numerous research papers. His books include well-known references as *Survey Research Methods*, and *Improving Survey Questions: Design and Evaluation*. He has been responsible for designing survey instruments to study a wide range of subject areas, including religion, crime, racial attitudes, health status and health care. A special focus of his recent methodological work has been to develop a better set of principles about how to design questions and to refine strategies for the evaluation of survey questions.