Chapter 9

The Logic and Psychology
of Constructing Questionnaires

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SUGGESTIONS FOR FURTHER READING

Classic book on developing questionnaires

Practical handbook on question writing

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

Questionnaire construction methods for web surveys


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

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.