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Titolo	Design, evaluation, and analysis of questionnaires for survey research / / Willem E. Saris, Irmtraud Gallhofer, authors
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ISBN	1-118-63455-1 1-118-63464-0 1-118-63448-9
Edizione	[Second edition.]
Descrizione fisica	1 online resource (377 p.)
Collana	Wiley series in survey methodology
Altri autori (Persone)	GallhoferIrmtraud
Disciplina	300.72/3
Soggetti	Social surveys Social surveys - Methodology Questionnaires Interviewing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Introduction -- The three-step procedure to design requests for an answer -- Concepts-by-postulation and concepts-by-intuition -- From social science concepts-by-intuition to assertions -- The formulation of requests for an answer -- Choices involved in questionnaire design -- Specific survey research features of requests for an answer -- Response alternatives -- The structure of open-ended and closed survey items -- Survey items in batteries -- Mode of data collection and other choices -- The effects of survey characteristics on data quality -- Criteria for the quality of survey measures -- Estimation of reliability, validity and method effects -- Split ballot mtmm designs -- Mtmm experiments and the quality of survey questions -- Applications in social science research -- The sqp 2.0 program for prediction of quality and the -- Improvement of measurement -- The quality of measures for concepts-by-postulation -- Correction for measurement errors -- Coping with measurement error in cross-cultural research -- References -- Index.
Sommario/riassunto	Design, Evaluation, and Analysis of Questionnaires for Survey Research,

Second Edition explores updates on the statistical knowledge and development of survey questionnaires, including analyzing the important decisions researchers make throughout the survey design process. The new edition provides coverage of an updated SQP program, which has an expanded question database from the Multi-trait Multi-method (MTMM) experiments. This book aims to give students and survey researchers a state-of-the-art introduction to questionnaire design and how to construct questionnaires with the highest
