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| Nota di contenuto | Questionnaire design, development, evaluation, and testing : where are we, and where are we headed? / Gordon B. Willis -- Asking the right questions in the right way : six needed changes in questionnaire evaluation and testing methods / Don A. Dillman -- A framework for making decisions about question evaluation methods / Roger Tourangeau, Aaron Maitland, Darby Steiger, Ting Yan -- A comparison of five question evaluation methods in predicting the validity of respondent answers to factual items / Aaron Maitland, Stanley Presser -- Combining multiple question evaluation methods : what does it mean when the data appear to conflict? / Joanna d'Ardenne, Debbie Collins -- The role of question characteristics in designing and evaluating survey questions / Jennifer Dykema, Nora Cate Schaeffer, Dana Garbarski, Michael Hout -- Exploring the associations between question characteristics, respondent characteristics, interviewer performance measures and survey data quality / James M. Dahlhamer, Aaron Maitland, Heather Ridolfo, Antuane Allen, Dynesha Brooks -- Response burden : what is it and what predicts it? / Ting Yan, Scott Fricker, Shirley Tsai -- The salience of survey burden and its effect on response behavior to skip questions : experimental results from telephone and web-surveys / Frauke Kreuter, Stephanie Eckman, Roger Tourangeau -- A comparison of fully-labeled and top-labeled grid |

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Sommario/riassunto

"Building on the success of the volume from the first Questionnaire Development, Evaluation, and Testing (QDET) conference edited by Stanley Presser (Wiley, 2004), this book brings together international experts in survey methodology in one volume to publish the results of the first conference in over a decade on questionnaire design and evaluation (QDET-2). The dramatic expansion of electronic and self-administered surveys since that time has led to a need for greater guidance on the design and evaluation of instruments relying upon these modes. It will also move beyond recent emphasis on academic and government research, to incorporate more approaches derived from the commercial sector. Methodologists have worked actively on optimal approaches for the development and evaluation of modern survey instruments, but such information has not been systematically disseminated in one forum that brings together various stakeholders in survey quality. This book, edited by leaders in the field, provides an

opportunity to organize chapters into a cohesive unit that points to new directions for research and guides an emerging generation of methodologists. The book is a proactive forum to prepare researchers to meet the next generation of challenges, making it of interest to both researchers and practitioners internationally in government, academia, and the private sector"-- Provided by publisher.
