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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

question formats / Jolene D. Smyth, Kristen Olson -- The effects of task difficulty and conversational cueing on answer formatting problems in surveys / Yfke Ongena, Sanne Unger -- A compendium of web and mobile survey pretesting methods / Emily Geisen, Joe Murphy -- Usability testing online questionnaires : experiences at the U.S. Census Bureau / Elizabeth Nichols, Erica Holmsted-Hawala, Temika Holland, Amy Anderson Riemer -- How mobile device screen size affects data collected in web surveys / Daniele Toninelli, Melanie Revilla -- Optimizing grid questions for smartphones : a comparison of optimized and non-optimized designs and effects on data quality on different devices / Trine Dale, Heidi Walsoe -- Learning from mouse movements : improving questionnaires and respondents' user experience through passive data collection / Rachel Horwitz, Sarah Brockhaus, Felix Henninger, Pascal J. Kieslich, Malte Schierholz, Florian Keusch, Frauke Kreuter -- Using targeted embedded probes to quantify cognitive interviewing findings / Paul Scanlon -- The practice of cognitive interviewing through web probing / Stephanie Fowler, Gordon Willis -- Optimizing questionnaire design in cross-national and cross-cultural surveys / Tom W. Smith -- A model for cross-national questionnaire design and pretesting / Rory Fitzgerald, Diana Zavala-Rojas -- Cross-national web probing : an overview of its methodology and its use in cross-national studies / Dorothee Behr, Katharina Meitinger, Michael Braun, Lars Kaczmarek -- Measuring disability equality in Europe : design and development of the European health and social integration survey questionnaire / Amanda Wilmot -- Regression-based response probing for assessing the validity of survey questions / Patrick Sturgis, Ian Brunton-Smith, Jonathan Jackson -- The interplay between survey research and psychometrics, with a focus on validity theory / Bruno Zumbo, Jose-Luis Padilla -- Quality driven approaches for managing complex cognitive testing projects / Martha Stapleton, Darby Steiger, Mary C. Davis -- Using iterative, small-scale quantitative and qualitative studies : a review of 15 years of research to redesign a major federal government survey / Joanne Pascale -- Contrasting stylized questions of sleep with diary measures from the American time user survey / Robin Kaplan, Brandon Kopp, Polly Phipps -- Questionnaire design issues in mail surveys of all adults in a household / Douglas Williams, J. Michael Brick, W. Sherman Edwards, Pamela Giambo -- Planning your multi-method questionnaire testing bento box : examples from the 2017 Census of agriculture testing / Jaki McCarthy -- Flexible pretesting on a tight budget : using multiple dependent methods to maximize effort-return trade-offs / Matt Jans, Jody L. Herman, Joe Viana, David Grant, Royce Park, Bianca D.M. Wilson, Jane Kil, Nicole Lordi, Sue Holtby.

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.

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Autore

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Bowman Robert L.

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1 online resource (ii, 14 pages) : illustrations

NASA technical note ; ; NASA TN D-5133

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