

1. Record Nr.	UNINA9910808638903321
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Titolo	Internet, phone, mail, and mixed-mode surveys : the tailored design method // Don A. Dillman, Jolene D. Smyth, Leah Melani Christian
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2014
ISBN	9781118921296 (e-book) 9781118456149 (hbk.)
Edizione	[4th ed.]
Descrizione fisica	1 online resource (xvii, 509 p.) : ill
Altri autori (Persone)	SmythJolene D ChristianLeah Melani
Disciplina	300.723
Soggetti	Social surveys Questionnaires
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revision of the author's Internet, mail, and mixed-mode surveys. Hoboken, N.J. : Wiley & Sons, c2009.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Chapter 1: Sample surveys in our electronic world -- Four cornerstones of quality surveys -- What is different about surveying in the 2010's? -- Why emphasize mixed-mode data collection? -- What is tailored design and why it is needed? -- Conclusion -- Chapter 2: Reducing people's reluctance to respond to surveys -- Example of a survey with a high response rate -- Using social exchange concepts to motivate potential respondents -- Putting the parts together: some guidelines for applying social exchange -- Mixed-mode designs provide new opportunities for applying social exchange -- Returning to the WSU doctoral student experience survey: Why it obtained such a high response rate -- Conclusion -- List of guidelines -- Chapter 3: Covering the population and selecting who to survey -- Essential definitions and their use -- Current coverage and access considerations -- Common sampling frames and assessing how well they cover the population -- Probability sampling -- Post-survey adjustments and calculating sampling error -- Nonprobability sampling -- Conclusion -- Chapter 4: The fundamentals of writing questions -- Issues to consider when starting to craft survey questions -- The anatomy of a survey question and types of question formats -- Guidelines for choosing words and forming questions -- Conclusion -- List of

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Sommario/riassunto

The classic survey design reference, updated for the digital age. For over two decades, Dillman's classic text on survey design has aided both students and professionals in effectively planning and conducting mail, telephone, and, more recently, Internet surveys. The new edition is thoroughly updated and revised, and covers all aspects of survey research. It features expanded coverage of mobile phones, tablets, and the use of do-it-yourself surveys, and Dillman's unique Tailored Design Method is also thoroughly explained. This invaluable resource is crucial for any researcher seeking to increase response rates and obtain high-quality feedback from survey questions. Consistent with current emphasis on the visual and aural, the new edition is complemented by

copious examples within the text and accompanying website. This heavily revised fourth edition includes: Strategies and tactics for determining the needs of a given survey, how to design it, and how to effectively administer it; How and when to use mail, telephone, and Internet surveys to maximum advantage; Proven techniques to increase response rates; Guidance on how to obtain high-quality feedback from mail, electronic, and other self-administered surveys; Direction on how to construct effective questionnaires, including considerations of layout; The effects of sponsorship on the response rates of surveys; Use of capabilities provided by newly mass-used media: interactivity, presentation of aural and visual stimuli. The fourth edition reintroduces the telephone - including coordinating land and mobile. Grounded in the best research, the book offers practical how-to guidelines and detailed examples for practitioners and students alike.
