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	Altri autori (Persone)	PresserStanley <1950->
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	Nota di contenuto	1. Methods for testing and evaluating survey questions / Stanley Presser, Mick P. Couper, Judith T. Lessler, Elizabeth Martin, Jean Martin, Jennifer M. Rothgeb, and Eleanor Singer -- 2. Cognitive interviewing revisited : a useful technique, in theory? / Gordon B. Willis -- 3. The dynamics of cognitive interviewing / Paul Beatty -- 4. Data quality in cognitive interviews : the case of verbal reports / Frederick G. Conrad and Johnny Blair -- 5. Do different cognitive interview techniques produce different results? / Theresa J. DeMaio and Ashley Landreth -- 6. Evaluating survey questions by analyzing patterns of behavior codes and question-answer sequences : a diagnostic approach / Johannes van der Zouwen and Johannes H. Smit -- 7. Response latency and (para) linguistic expressions as indicators of response error / Stasja Draisma and Wil Dijkstra -- 8. Vignettes and respondent debriefing for questionnaire design and evaluation / Elizabeth Martin -- 9. The case for more split-sample experiments in developing survey instruments / Floyd Jackson Fowler, Jr. -- 10. Using field experiments to improve instrument design : the SIPP methods panel project / Jeffrey Moore, Joanne Pascale, Pat Doyle, Anna

Chan, and Julia Klein Griffiths -- 11. Experimental design considerations for testing and evaluating questionnaires / Roger Tourangeau -- 12. Modeling measurement error to identify flawed questions / Paul Biemer -- 13. Item response theory modeling for questionnaire evaluation / Bryce B. Reeve and Louise C. Masse -- 14. Development and improvement of questionnaires using predictions of reliability and validity / Willem E. Saris, William van der Veld, and Irmtraud Gallhofer -- 15. Testing paper self-administered questionnaires : cognitive interview and field test comparisons / Don A. Dillman and Cleo D. Redline -- 16. Methods for testing and evaluating computer-assisted questionnaire / John Tarnai and Danna L. Moore -- 17. Usability testing to evaluate computer-assisted instruments / Sue Ellen Hansen and Mick P. Couper -- 18. Development and testing of web questionnaires / Reginald P. Baker, Scott Crawford, and Janice Swinehart -- 19. Evolution and adaptation of questionnaire development, evaluation, and testing methods for establishment surveys / Diane K. Willimack, Lars Lyberg, Jean Martin, Lilli Japec, and Patricia Whitridge -- 20. Pretesting questionnaires for children and adolescents / Edith de Leeuw, Natacha Borgers, and Astrid Smits -- 21. Developing and evaluating cross-national survey instruments / Tom W. Smith -- 22. Survey questionnaire translation and assessment / Janet Harkness, Beth-Ellen Pennell, and Alisu Schoua-Glusberg -- 23. A multiple-method approach to improving the clarity of closely related concepts : distinguishing legal and physical custody of children / Nora Cate Schaeffer and Jennifer Dykema --
24. Multiple methods for developing and evaluating a stated-choice questionnaire to value wetlands / Michael D. Kaplowitz, Frank Lupi, and John P. Hoehn -- 25. Does pretesting make a difference? An experimental test / Barbara Forsyth, Jennifer M. Rothgeb, and Gordon B. Willis.

Sommario/riassunto	The definitive resource for survey questionnaire testing and evaluation Over the past two decades, methods for the development, evaluation, and testing of survey questionnaires have undergone radical change. Research has now begun to identify the strengths and weaknesses of various testing and evaluation methods, as well as to estimate the methods' reliability and validity. Expanding and adding to the research presented at the International Conference on Questionnaire Development, Evaluation and Testing Methods, this title presents the most up-to-date knowledge in this burgeoning field.The only book dedicated to the evaluation and testing of survey questionnaires, this practical reference work brings together the expertise of over fifty leading, international researchers from a broad range of fields. The volume is divided into seven sections: *Cognitive interviews *Mode of administration *Supplements to conventional pretests *Special populations *Experiments *Multi-method applications *Statistical modeling.Comprehensive and carefully edited, this groundbreaking text offers researchers a solid foundation in the latest developments in testing and evaluating survey questionnaires, as well as a thorough introduction to emerging techniques and technologies.