

# Questionnaires: Design and Use, 2<sup>nd</sup> Edition

by Doug R. Berdie, John F. Anderson, and Marsha A. Niebuhr

The second edition of Questionnaires: Design and Use has been greatly expanded from the previous edition. This book has become a standard reference and training text for people using survey research techniques. It is a complete source of information relating to questionnaires for lay persons and professionals—an authoritative discussion of issues combining a review of previous writings with the authors' 15 years of professional experience with questionnaires. Covered are such topics as how to choose between mail surveys and interviews, designing a study using questionnaires, questionnaire format, how to write questions, discussion of response rate issues, and brief recommendations regarding analyses of data from questionnaires. A highlight of the book is a fully annotated bibliography containing 494 sources of important work related to survey research conducted over the past 50 years. The bibliography has a table of contents organized by topic to facilitate locating major research conducted in specific areas of interest.

Extensively illustrated, this book is a must for people in business, marketing, psychology, journalism, sociology, health care, government, and all other areas where questionnaires are used.

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2/29/2012