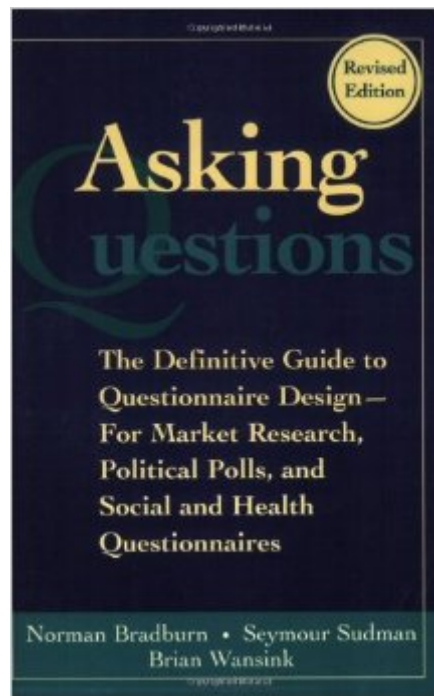


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# Asking Questions: The Definitive Guide To Questionnaire Design -- For Market Research, Political Polls, And Social And Health Questionnaires



## Synopsis

Since it was first published more than twenty-five years ago, *Asking Questions* has become a classic guide for designing questionnaires—the most widely used method for collecting information about people's attitudes and behavior. An essential tool for market researchers, advertisers, pollsters, and social scientists, this thoroughly updated and definitive work combines time-proven techniques with the most current research, findings, and methods. The book presents a cognitive approach to questionnaire design and includes timely information on the Internet and electronic resources. Comprehensive and concise, *Asking Questions* can be used to design questionnaires for any subject area, whether administered by telephone, online, mail, in groups, or face-to-face. The book describes the design process from start to finish and is filled with illustrative examples from actual surveys.

## Book Information

Paperback: 448 pages

Publisher: Jossey-Bass; 1 edition (April 30, 2004)

Language: English

ISBN-10: 0787970883

ISBN-13: 978-0787970888

Product Dimensions: 6 x 1.3 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars — See all reviews (16 customer reviews)

Best Sellers Rank: #126,954 in Books (See Top 100 in Books) #126 in Books > Health, Fitness & Dieting > Psychology & Counseling > Research #128 in Books > Medical Books > Psychology > Research #129 in Books > Business & Money > Marketing & Sales > Marketing > Research

## Customer Reviews

This book is a tremendous resource for any social science research methodology course. It should be used as a stand-alone text for a questionnaire design course or as core reading material for a general research methodology class (undergraduate or graduate). As a social scientist, I have used it to successfully create web-based questionnaires that have received great response rates, which I believe are a direct result of the depth and breadth of the knowledge conveyed in the book. In addition, the text itself is easy to understand, interesting, and intellectually stimulating (qualities that are lacking in many other questionnaire design books).

A bit of a dry read... but you will learn everything you ever need to know about survey design. After my survey research class, I decided to keep it in my collection as a reference material. I even lend it out to some of the Research Assistants in my office to get them familiar with survey design.

A good reference for the field professional. I use this and other tools as triggers to stimulate my creativity when designing data collection instruments. An excellent how-to & how-not-to for novices.

I had to purchase this book for a survey methodology course. I found it very helpful and it is my go-to for any survey questions that I have. It's well-written and very easy to understand. I think it would be useful for both novice and expert survey methodologists.

Its a textbook for my class on survey questionnaire design. It is a very good textbook. It is easy to read and concepts are presented in an accessible manner. It works better if you read it with other research on question wording and cognitive interviewing etc...I received the product on time, and in good condition.

This book is very practical and has many workable ideas that will work in the academic disciplines. It is important to form questions that will give workable answers. This book helps in this area.

This edition offers insight about the building blocks of questionnaire development, and more importantly, getting to the right answers. A good focus on the fundamentals and a valuable resource.

This is a very useful book especially for grad students who might need to develop and design their own surveys or scales. I really enjoyed this book as its' always my go to book for research etc.

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