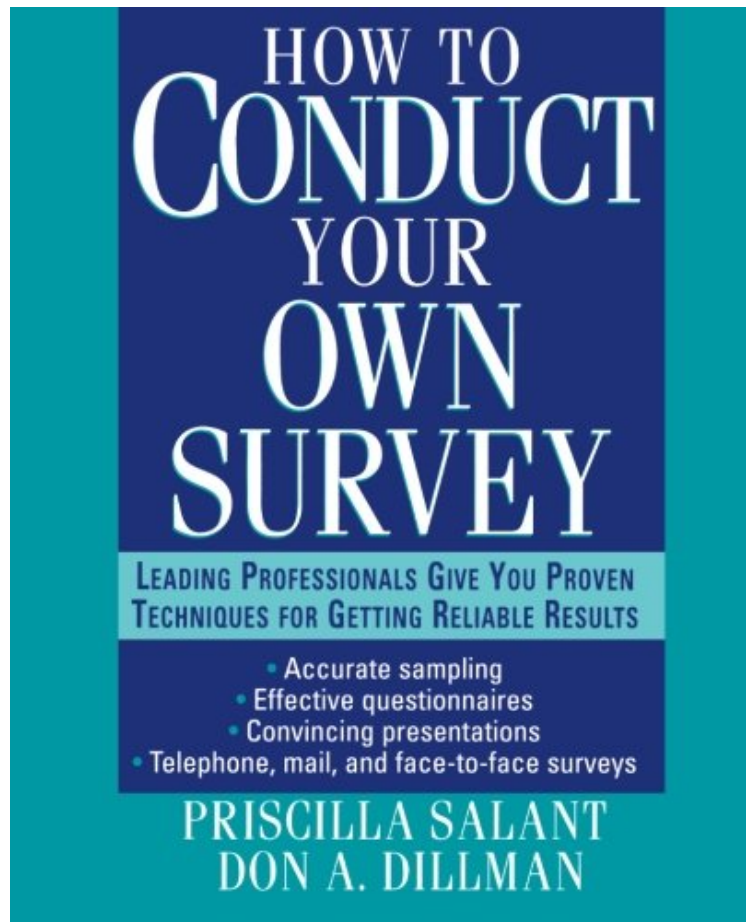


How to Conduct Your Own Survey

Priscilla Salant, Don A. Dillman
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Priscilla Salant, Don A. Dillman : How to Conduct Your Own Survey before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Conduct Your Own Survey:

5 of 5 people found the following review helpful. Accessible volume by one of the bestBy Steven PetersonDillman's "total design method" is well illustrated in this volume. This work is an accessible introduction to designing one's own survey. The book is written pretty well, too.Trying to get accurate results is what survey design is all about. This book emphasizes that and then runs through the process, step-by-step.The book deals with some of the key issues in survey design: (a) what type of survey method (face-to-face, mail, phone), (b) sample selection, (c) construction of questions and the total questionnaire, (d) the logistics of administering the survey, (e) data analysis, (f) reporting the results.The work concludes with a title that says it all: "Advice, Resources, and Maintaining Perspective."All in all, a useful and accessible introduction to survey research and how to minimize errors.0 of 0 people found the following review

helpful. Book highly recommended at tourism seminarBy North Central Research and Outreach CenterI ordered for another staff member. The book was highly recommended at a tourism seminar the person attended.My part in the transaction went very well.0 of 0 people found the following review helpful. Perfect. So much easier to use than some other ...By Allison McMathPerfect. So much easier to use than some other texts. Highly recommend for research in the social sciences and education

A nuts-and-bolts guide to conducting your own professional-quality surveys without paying professional fees. How can you gauge public support for a cause or test the market for a product or service? What are the best methods for validating opinions for use in a paper or dissertation? A well-documented survey is the answer. But what if you don't have thousands of dollars to commission one? No problem. How to Conduct Your Own Survey gives you everything you need to do it yourself! Without any prior training, you can learn expert techniques for conducting accurate, low-cost surveys. In step-by-step, down-to-earth language, Priscilla Salant and Don A. Dillman give you the tools you need to: * Determine which type of survey is best for you * Estimate the cost of your survey * Conduct mail, telephone, and face-to-face surveys * Draw accurate samples * Write effective questionnaires * Compile and report results * Avoid common survey errors * Find reliable outside assistance * And much more

From the Back CoverA nuts-and-bolts guide to conducting your own professional-quality surveys without paying professional fees. How can you gauge public support for a cause or test the market for a product or service? What are the best methods for validating opinions for use in a paper or dissertation? A well-documented survey is the answer. But what if you dont have thousands of dollars to commission one? No problem. How to Conduct Your Own Survey gives you everything you need to do it yourself! Without any prior training, you can learn expert techniques for conducting accurate, low-cost surveys. In step-by-step, down-to-earth language, Priscilla Salant and Don A. Dillman give you the tools you need to: Determine which type of survey is best for you Estimate the cost of your survey Conduct mail, telephone, and face-to-face surveys Draw accurate samples Write effective questionnaires Compile and report results Avoid common survey errors Find reliable outside assistance And much more About the AuthorPRISCILLA SALANT, M.A., is an Associate in Research at Washington State University. She provides research assistance to public and private nonprofit organizations and is the author of A Community Researcher's Guide to Rural Data. DON A. DILLMAN, Ph.D., is a Senior Survey Methodologist at the U.S. Bureau of the Census and Director of the Social and Economic Sciences Research Center at Washington State University. He is the author of the professional book, Mail and Telephone Surveys, also available from Wiley.