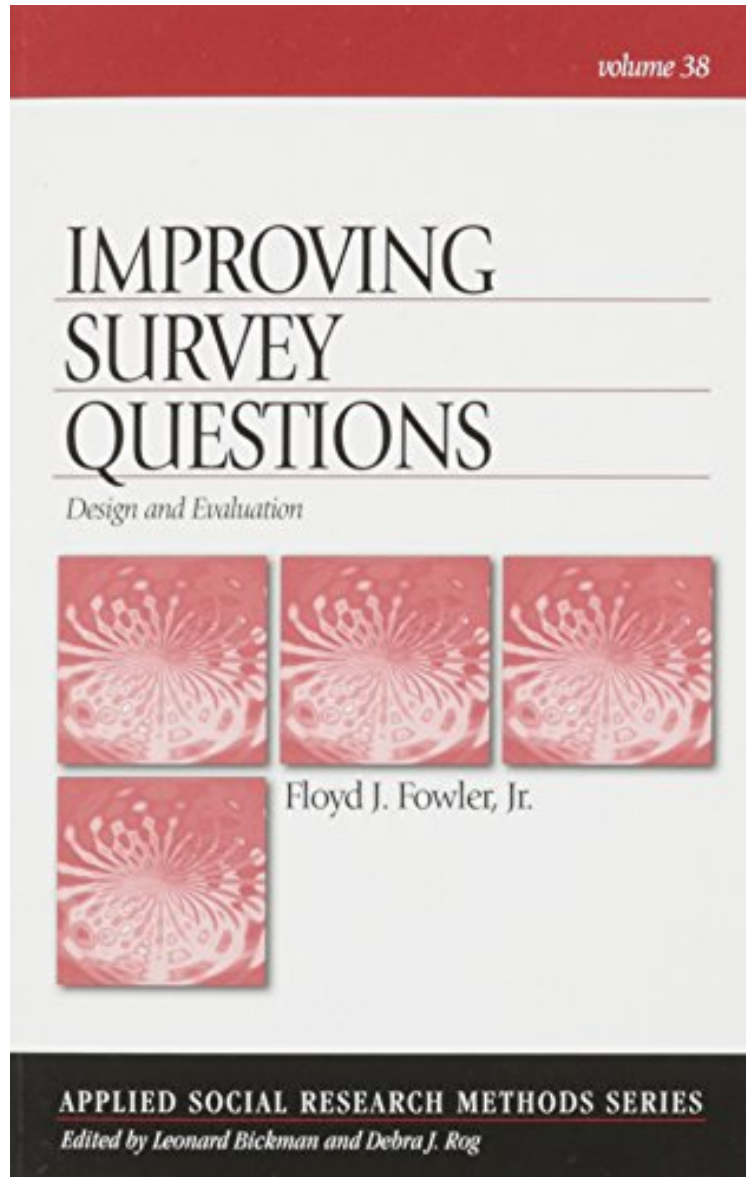


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## Improving Survey Questions: Design and Evaluation (Applied Social Research Methods)

*Floyd J. Fowler*

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**Floyd J. Fowler : Improving Survey Questions: Design and Evaluation (Applied Social Research Methods)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Improving Survey Questions: Design and Evaluation (Applied Social Research Methods):

4 of 4 people found the following review helpful. A solid and useful text By Customer Fowler begins with this

observation: "Poor question design is pervasive, and improving question design is one of the easiest, most cost-effective steps that can be taken to improve the quality of survey data." I agree. This brief (190 pp.), clearly-written text provides a number of practical and sensible guidelines for the design and evaluation of survey questions. There are other texts about survey questions, but none with the same depth and focus. While not written in as friendly a style as some cookbook introductions to survey research, Fowler's book should nevertheless be accessible to any reader who has taken at least an introductory course in research methods. Recommended. 0 of 0 people found the following review helpful. Very clear and helpful resource By Roy Gee Very interesting and helpful book, makes you think a lot about the questions you ask and forces you to think of what you are really trying to get out of the answer. Would like more questions the ones used in the examples were very basic and easy to understand. 0 of 0 people found the following review helpful. Four Stars By Customer Great examples! Required for writing surveys in epidemiological studies

What is a good question? Although there are several potential sources for error in survey data, the validity of surveys is dependent upon the design of the question asked. This invaluable book shows how to word and format questions that will evoke the kind of answers for which they are designed and how to evaluate empirically survey questions. In addition, the book covers how to write good questions aimed at collecting information about objective facts and events, measuring subjective phenomena, some alternative methods for attacking common measurement problems, how to evaluate the extent to which questions are consistently understood and administered, and how to evaluate the data resulting from a set of questions.

About the Author Floyd J. Fowler, Jr. is a graduate of Wesleyan University and received a PhD from the University of Michigan in 1966. A Senior Research Fellow at the Center for Survey Research at the University of Massachusetts Boston since 1971, he was Director of the Center for 14 years. Dr. Fowler is the author or co-author of four textbooks on survey methods, including *Survey Research Methods*, *Improving Survey Questions*, *Standardized Survey Interviewing* (with Mangione), and *Survey Methodology* (with Groves, Couper, Lepkowski, et. al), as well as numerous research papers and monographs. His recent work has focused on studies of question design and evaluation techniques and applying survey methods to studies of medical care.