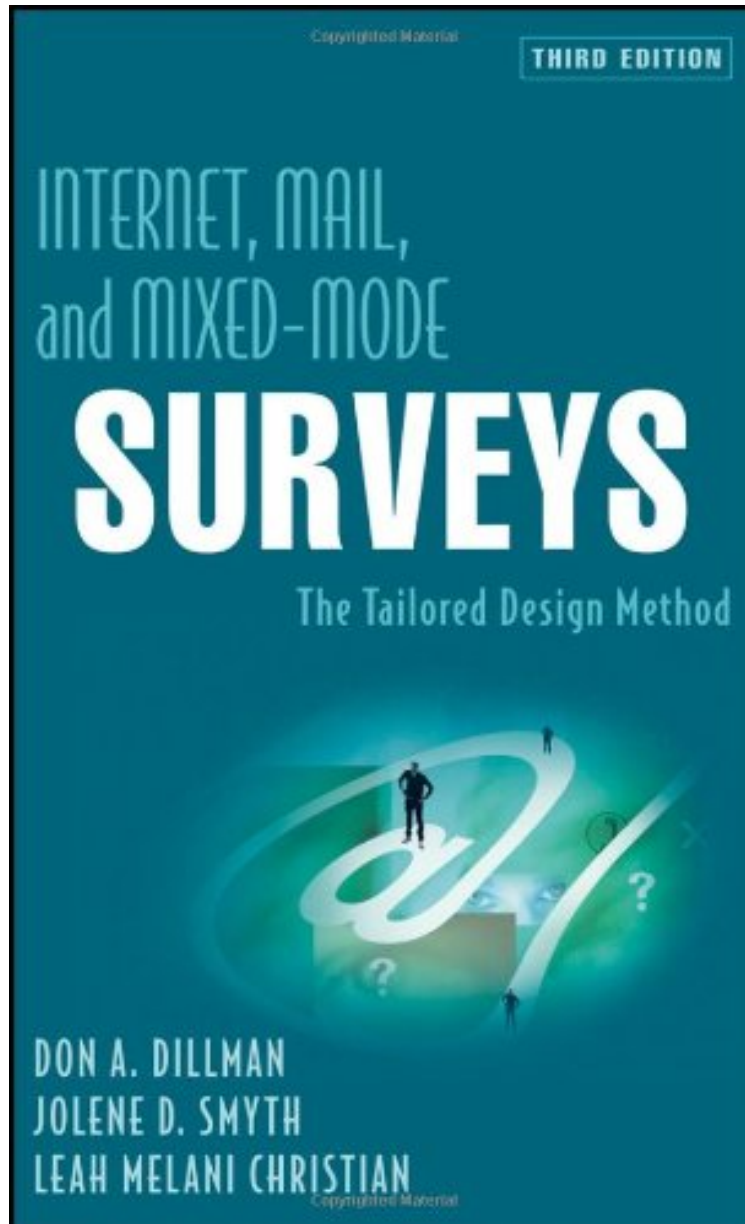


(Free) Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method

# Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method

*Don A. Dillman, Jolene D. Smyth, Leah Melani Christian*

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**Don A. Dillman, Jolene D. Smyth, Leah Melani Christian : Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method** before purchasing it in order to gage whether or not it would be worth my time, and all praised Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method:

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A complete, start-to-finish guide for every researcher to successfully plan and conduct Internet, mail, and telephone surveys, *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, Third Edition* presents a succinct review of survey research methods, equipping you to increase the validity and reliability, as well as response rates, of your surveys. Now thoroughly updated and revised with information about all aspects of survey research grounded in the most current research the new edition provides practical "how-to" guidelines on optimally using the Internet, mail, and phone channels to your advantage.

'...a useful and comprehensive guide to designing, developing and managing surveys of all types.' (SRA:News, November 2009). From the Back Cover A comprehensive revision of the definitive guide to developing and conducting effective surveys across all modes Now thoroughly updated and revised with information about all aspects of survey research, *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, Third Edition* provides professionals with practical "how-to" guidelines grounded in the most current research on optimally using the Internet, mail, and phone channels to their best advantage. Featuring expanded coverage of online surveys, recognized leaders in the field author Don Dillman and coauthors Jolene Smyth and Leah Christians show you: Strategies and tactics for determining the needs of a given survey, how to design it, and how to effectively administer it How and when to use mail, telephone, and Internet surveys to your maximum advantage Proven techniques to increase response rates Guidance on how to obtain high-quality feedback from mail, electronic, and other self-administered surveys Direction on how to construct effective questionnaires, including considerations of layout The effects of sponsorship on the response rates of surveys A complete, start-to-finish guide for every researcher to successfully plan and conduct Internet, mail, and telephone surveys, *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, Third Edition* presents a succinct and thorough review of survey research methods, equipping you to increase the validity and reliability, as well as response rates, of your surveys. About the Author Don A. Dillman, PhD, is Regents Professor and Thomas S. Foley Distinguished Professor of Government and Public Policy and is also on the faculty of the Social and Economic Sciences Research Center and the Department of Sociology at Washington State University. He received the Roger Herriot Award for Innovation in Federal Statistics from the American Statistical Association and the Washington Statistical Society in 2000 and the American Association for Public Opinion Research Award in 2004 for exceptionally distinguished service to the profession. Jolene D. Smyth, PhD, is an assistant professor in the Survey Research and Methodology Program and the Department of Sociology at the University of Nebraska-Lincoln. Her primary research interests include survey measurement and nonresponse. She has published several articles relevant to these topics in recent years and continues to explore them in her current research. Leah Melani Christian, PhD, is a Research Associate at the Pew Research Center for the People and the Press. Her primary research interests include mixed-mode surveys, questionnaire design, and the impact of technology on survey research.