

Massey University
SCHOOL OF COMMUNICATION, JOURNALISM & MARKETING

SOME RESOURCES FOR QUESTIONNAIRE DESIGN

Books

Payne, Stanley L. (1951). *The Art of Asking Questions*. Princeton University Press, Princeton, New Jersey.

Though written 60 years ago, still one of the best introductions to the task of writing survey questions.

Labaw, Patricia M. (1980). *Advanced Questionnaire Design*. ABT Books, Cambridge: MA.

A little old now but an excellent, thoughtful book.

Converse, Jean, M & Presser, Stanley. (1986). *Survey Questions: Handcrafting the Standardised Questionnaire*. Sage, Newbury Park: CA.

Still one of the best short books on questionnaire design.

Fowler, Floyd Jr. (1995). *Improving Survey Questions*. Sage, Thousand Oaks: CA.

More recent and longer than Converse and Presser's book, but still very easy to read and equally as authoritative.

Jenkins, C R & Dillman D A (1997). *Towards a Theory of Self-Administered Questionnaire Design*. In Lyberg, L, Bermer P, Collins, M, Decker, L, DeLeeuw, E, Dippo, C, Schwarz, N & Trewin D (Eds). *Survey Measurement and Process Quality*, New York: Wiley-Interscience.

A very interesting chapter that includes a set of 20 principles of self-administered questionnaire design.

Peterson, Robert A. (2000). *Constructing Effective Questionnaires*. Sage, Thousand Oaks: CA.

Another very good Sage publication.

Bradburn, Norman M, Sudman, Seymour, & Wansink, Brian. (2004). *Asking Questions; the Definitive Guide to Questionnaire Design for Market Research, Political Polls, and Social and Health Questionnaires*. Jossey-Bass, San Francisco: CA.

Bradburn and Sudman are among the most well-respected survey researchers in the world. For a more recent book on survey research and questionnaire design this would be hard to go past.

Dillman, Don A. (2007). *Mail and Internet Surveys: The Tailored Design Method (2nd edition)*. John Wiley & Sons, New York: NY.

An excellent book, containing a wealth of information and practical advice on all aspects of survey research and questionnaire design for self completion surveys.

Saris, W E & Gallhofer, I N. (2007). *Design, Evaluation and Analysis of Questionnaires for Survey Research*. John Wiley & Sons, New York: NY.

Another recent addition to the list of good questionnaire design books.

Journal Articles

- Gendall, P, Hoek, J & Douglas, R. The Design of Survey Questions: Lessons from Two Attempts to Reduce Survey Error Rates. *Australasian Journal of Market and Social Research*, 2009, 17(1), 37-48.
- Gendall, P & Healey, B. Asking the Age Question in Mail and Internet Surveys. *International Journal of Marketing Research*, 2008, 50(3), 309-316.
- Gendall, P & Hoek, J. A Problem in Questionnaire Design. *Australasian Journal of Market and Social Research*, 2006, 14(2), 9-15.
- Gendall, P. Can You Judge a Questionnaire by its Cover? The Effect of Questionnaire Cover Design on Mail Survey Response. *International Journal of Public Opinion Research*, 2005, 17(3), 346-361.
- Gendall, P & Davies, K. Why Skipping May Be Bad for You: A Test of Skip-Pattern Compliance in a Self-Completion Questionnaire. *Journal of Asia Pacific Marketing*, 2003, 2(1), 75-89.
- Gendall, P, Hoek, J & Willis A. Respondent Understanding of the 1999 Referendum Question on a Reform of the New Zealand Justice System. *Australian Journal of Political Science*, 2002, 37(2), 303-315.
- Gendall, P. A Framework for Questionnaire Design: Labaw Revisted. *Marketing Bulletin*, 9, 52-66.
- Gendall, P, Carmichael, V & Hoek, J. A Test of the Conversational Logic Analysis Model of Question Order Effects. *Marketing Bulletin*, 1997, 8, 41-52.
- Gendall, P, Menelaou, H & Brennan, M. Open-ended Questions: Some Implications for Mail Survey Research. *Marketing Bulletin*, 1996, 7, 1-8.
- Gendall, P. Interpreting Opinions about Television Channels. *Australasian Journal of Market Research*, 1995, 14, 219-230.
- Gendall, P. If the Answer Was "People Who Have AIDS Get Much Less Sympathy Than They Deserve", What Was the Question? *Marketing Bulletin*, 1994, 5, 1-12.
- Gendall, P, Assendelft, A. & Hoek, J. The Stability of Responses to Forced-Choice Questions. *Marketing Bulletin*, 1992, 2, 41-46.
- Gendall, P. & Hoek, J. A Question of Wording. *Marketing Bulletin*, 1991, 1, 25-36.

Web Sites

www.statpac.com/surveys

Has a useful 20-page tutorial on survey design that you can download.

www.surveysystem.com/sdesign.htm

Also has a survey design 'tutorial', but this is less authoritative than the statpac version

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