SOME RESOURCES FOR QUESTIONNAIRE DESIGN

Books

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

A little old now but an excellent, thoughtful book.

Still one of the best short books on questionnaire design.

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

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

Another very good Sage publication.

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.

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

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


Web Sites

www.statpac.com/surveys
Has a useful 20-page tutorial on survey design that you can down load.

www.surveysystem.com/sdesign.htm
Also has a survey design ‘tutorial’, but this is less authoritative than the statpac version

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