

<b>Additional Resources</b>	<b>xi</b>
<b>Preface</b>	<b>xiii</b>
<b>Chapter 1 Sample Surveys in Our Electronic World</b>	<b>1</b>
Four Cornerstones of Quality Surveys	3
What Is Different About Surveying in the 2010s?	10
Why Emphasize Mixed-Mode Data Collection?	12
What Is Tailored Design and Why Is It Needed?	15
Conclusion	17
<b>Chapter 2 Reducing People’s Reluctance to Respond to Surveys</b>	<b>19</b>
Example of a Survey With a High Response Rate	21
Using Social Exchange Concepts to Motivate Potential Respondents	23
Putting the Parts Together: Some Guidelines for Applying Social Exchange	42
Mixed-Mode Designs Provide New Opportunities for Applying Social Exchange	47
Returning to the WSU Doctoral Student Experience Survey: Why It Obtained Such a High Response Rate	50
Conclusion	55
List of Guidelines	55
<b>Chapter 3 Covering the Population and Selecting Who to Survey</b>	<b>56</b>
Essential Definitions and Their Use	57
Current Coverage and Access Considerations	58
Common Sampling Frames and Assessing How Well They Cover the Population	62
Probability Sampling	75
Postsurvey Adjustments and Calculating Sampling Error	87
Nonprobability Sampling	91
Conclusion	92

<b>Chapter 4</b>	<b>The Fundamentals of Writing Questions</b>	<b>94</b>
	Issues to Consider When Starting to Craft Survey Questions	95
	The Anatomy of a Survey Question and Types of Question Formats	109
	Guidelines for Choosing Words and Forming Questions	113
	Conclusion	125
	List of Guidelines	126
<b>Chapter 5</b>	<b>How to Write Open- and Closed-Ended Questions</b>	<b>127</b>
	Guidelines for Writing Open-Ended Questions	128
	General Guidelines for Writing All Types of Closed-Ended Questions	134
	Guidelines for Nominal Closed-Ended Questions	142
	Guidelines for Ordinal Closed-Ended Questions	150
	Conclusion	164
	List of Guidelines	167
<b>Chapter 6</b>	<b>Aural Versus Visual Design of Questions and Questionnaires</b>	<b>169</b>
	The Importance of Visual Design in Self-Administered Surveys	172
	Visual Design Concepts and Their Application to Surveys	173
	General Guidelines for the Visual Presentation of Survey Questions	183
	Guidelines for the Visual Presentation of Open-Ended Questions	192
	Guidelines for the Visual Presentation of Closed-Ended Questions	197
	Guidelines for the Visual Presentation of Questionnaire Pages or Screens	204
	A Case Study: The Use of Visual Design Principles to Improve Data Quality in the American Community Survey	218
	Conclusion	224
	List of Guidelines	225
<b>Chapter 7</b>	<b>Ordering Questions and Testing for Question Order Effects</b>	<b>228</b>
	Question Order	229
	Testing Questions and Questionnaires	241
	Conclusion	256
	List of Guidelines	257

<b>Chapter 8 Telephone Questionnaires and Implementation</b>	<b>258</b>
Types of Telephone-Only Surveys Today	262
Guidelines for Designing Telephone Questionnaires	262
Guidelines for Administering Telephone Questionnaires	277
Guidelines for Establishing Calling Rules and Procedures	284
Quality Control and Testing Guidelines for Telephone Surveys	293
Conclusion	298
List of Guidelines	298
<b>Chapter 9 Web Questionnaires and Implementation</b>	<b>301</b>
Guidelines for Designing Web and Mobile Questionnaires	303
Guidelines for Web and Mobile Survey Implementation	328
Quality Control and Testing Guidelines for Web and Mobile Surveys	342
Conclusion	348
List of Guidelines	349
<b>Chapter 10 Mail Questionnaires and Implementation</b>	<b>351</b>
Guidelines for Designing Paper Questionnaires	352
Guidelines for Implementing Mail Questionnaires	366
Quality Control and Testing Guidelines for Mail Surveys	389
Conclusion	396
List of Guidelines	396
<b>Chapter 11 Mixed-Mode Questionnaires and Survey Implementation</b>	<b>398</b>
When Single-Mode Surveys Are Not Acceptable	398
Why Consider a Mixed-Mode Survey Design	400
Guidelines for Designing Questionnaires That Will Minimize Measurement Differences Across Survey Modes	404
Expanding the Research Base for Designing Mixed-Mode Surveys	416
Guidelines for Using Multiple Contact Modes to Achieve More Effective Communication With Potential Respondents	417
Guidelines for Providing Alternative Response Modes	424
From Individual Guidelines to Practical Study Designs	434
Guidelines for Testing Mixed-Mode Surveys	445

Conclusion	447
List of Guidelines	448
<b>Chapter 12 Responding to Societal Change and Preparing for What Lies Ahead</b>	<b>450</b>
Panels and Longitudinal Surveys	452
Nonprobability Sampling	455
New Mobile Devices and Technology	456
Supplementing Questionnaires With Measurement Using Electronic Devices	458
Big Data and Administrative Records	459
Data Security	461
Specialized Purpose Surveys	461
International and Cross-Cultural Surveys	463
The Challenge of Connecting With Empowered but Diverse Respondents	464
<b>References</b>	<b>469</b>
<b>Author Index</b>	<b>491</b>
<b>Subject Index</b>	<b>497</b>