

## **C O N T E N T S**

|   |           |
|---|-----------|
| <b>Series Editor's Introduction</b>                   | <b>5</b>  |
| <b>1. Surveying Sensitive Topics</b>                  | <b>7</b>  |
| Types of Error in Surveys                             | 8         |
| Ethical Issues in Surveys                             | 10        |
| Respondent Protections                                | 12        |
| <b>2. The Randomized Response Technique</b>           | <b>17</b> |
| Basic Randomized Response Strategies                  | 18        |
| Design Considerations in Randomized Response          | 24        |
| An Alternative Strategy Using Sums                    | 41        |
| Generalization to Polychotomous Measures              | 42        |
| Extension to Quantitative Measures                    | 44        |
| Subgroup Comparisons                                  | 48        |
| Measures of Association                               | 52        |
| Disclosure Control                                    | 56        |
| <b>3. Applications of Randomized Response Methods</b> | <b>56</b> |
| Substantive Applications                              | 57        |
| Comparison Studies                                    | 60        |
| Validation Research                                   | 63        |
| <b>4. Conclusion</b>                                  | <b>66</b> |
| <b>Appendix: Instructions to Respondents</b>          | <b>71</b> |
| <b>Notes</b>  | <b>75</b> |
| <b>References</b>                                     | <b>76</b> |
| <b>About the Authors</b>                              | <b>80</b> |