



Design, Evaluation, and Analysis of Questionnaires for Survey Research (Wiley Series in Survey Methodology)

Willem E. Saris, Irmtraud N. Gallhofer

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Praise for the *First Edition*

“...this book is quite inspiring, giving many practical ideas for survey research, especially for designing better questionnaires.”

—International Statistical Review

Reflecting modern developments in the field of survey research, the *Second Edition of Design, Evaluation, and Analysis of Questionnaires for Survey Research* continues to provide cutting-edge analysis of the important decisions researchers make throughout the survey design process.

The new edition covers the essential methodologies and statistical tools utilized to create reliable and accurate survey questionnaires, which unveils the relationship between individual question characteristics and overall question quality. Since the *First Edition*, the computer program Survey Quality Prediction (SQP) has been updated to include new predictions of the quality of survey questions on the basis of analyses of Multi-Trait Multi-Method experiments. The improved program contains over 60,000 questions, with translations in most European languages. Featuring an expanded explanation of the usage and limitations of SQP 2.0, the *Second Edition* also includes:

- New practice problems to provide readers with real-world experience in survey research and questionnaire design
- A comprehensive outline of the steps for creating and testing survey questionnaires
- Contemporary examples that demonstrate the many pitfalls of questionnaire design and ways to avoid similar decisions

Design, Evaluation, and Analysis of Questionnaires for Survey Research, Second Edition is an excellent textbook for upper-undergraduate and graduate-level courses in methodology and research questionnaire planning, as well as an ideal resource for social scientists or survey researchers needing to design, evaluate, and analyze questionnaires.

