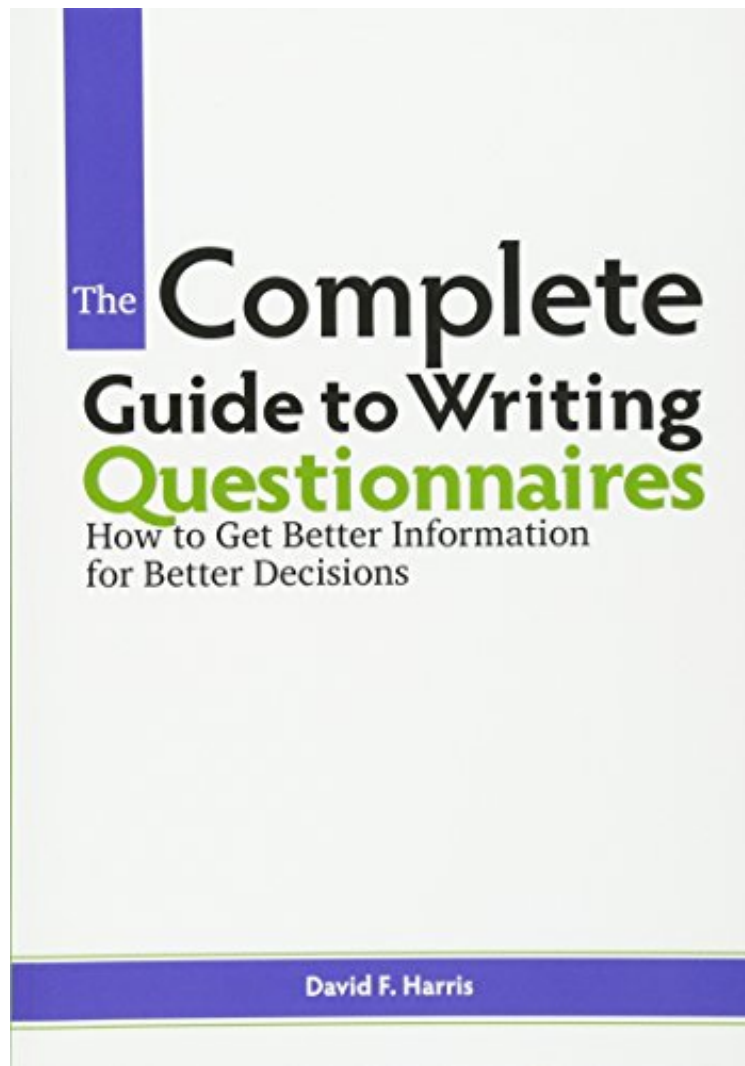


The Complete Guide to Writing Questionnaires: How to Get Better Information for Better Decisions

David F. Harris

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David F. Harris : The Complete Guide to Writing Questionnaires: How to Get Better Information for Better Decisions before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Writing Questionnaires: How to Get Better Information for Better Decisions:

4 of 4 people found the following review helpful. A Book That's Been Needed For Quite A WhileBy R. ManningDisclaimer: I know the author personally and have worked with him on many occasionsWhile the above disclaimer might lead you to think I'm favorably biased toward David's book (I probably am), I can nevertheless

impart some insights that will hopefully show the importance of it. My professional field is quantitative analysis, not qualitative, which can put me at the mercy of poorly worded questionnaires. I can think of instances where we engaged the services of high-end consultants (Ph.D.s all around), who would in the course of their work develop a questionnaire. Fortunately for us, before the surveys went out we would pass the draft questionnaire along to David for review. Simply put, he was able to save us from wasting money by pointing out the flaws in the draft and working with the consultants (who were invariably blown away by his expertise) to fix things. The flaws we encountered in real life are exactly the things covered so extensively and so well in the book, things like, "You think you're asking this question but the respondent will interpret it differently", and "What's the unit of measurement: percentage, number, etc.", and "You're really asking two different questions, not one." David's understanding of semantics and the psychology behind questionnaires is profound, and that knowledge is captured and evident throughout the book. What makes it so useful is it's all real-world stuff. If you're going to spend your time putting together a questionnaire or spend money getting someone else to do it, make sure it's done right! This book is far and away the best resource to help you accomplish that goal. And very refreshingly, it's well-written and free of the academic jargon that makes your eyes glaze over.

0 of 0 people found the following review helpful. Truly practical book on the full questionnaire process

By Hank S from NJI think it was Mark Twain who wrote, "I am sorry I did not have enough time to write succinctly". David Harris wrote this book succinctly. Just over 200 pages but it covers topics from the beginning of one's thoughts, through approaches to questions, all the way through planning your analysis - and the survey creation process all the way through launch. Although it is officially targeted to Market Researchers, I think it is for anyone who wants bottom line guidance on the questionnaire creation and analysis process. What's missing is underlying theory, but academics don't need theory when they're putting together surveys that will impact decisions. The new \$54 price seems high, but if you value your time I expect you'll still feel value for the money.

1 of 1 people found the following review helpful. A GREAT guide to anyone who wants some more information about ...

By JamieA GREAT guide to anyone who wants some more information about writing surveys. I found this book to be clear, easy to understand, and very practical and with tons of great examples. I was worried this book might be too overly academic and not as much of a "real-world" guide, but it was the exact opposite. I highly recommend!

This book is a user-friendly, comprehensive guide for planning and writing questionnaires for survey research. It includes specific guidelines on how to make questions clear, answerable, easy and unbiased. It also has guidelines on how to ask people to select from a list, rate things on a scale, and answer open-ended questions. It also has a review of how to properly pretest a questionnaire, commonly known as cognitive interviewing.

Successful research is as much about how we frame the questions as it is about how we interpret the answers. This methodologically sound yet pragmatic guide to questionnaire design fills a critical void for business professionals who understand the need to get things right at both ends of the survey. It restores the art of the ask to its proper place in the hunt for critical customer insight.

--Susan Schwartz McDonald, Ph.D., President and CEO, National Analysts Worldwide

An extremely helpful guide for anyone faced with the challenge of conceptualizing, developing, and testing a survey questionnaire. If you don't know where to begin, or the steps involved, Harris illuminates the path.

--Gordon Willis, Ph.D., author of *Cognitive Interviewing: A Tool For Improving Questionnaire Design*

You are crazy to write a questionnaire without reading this book first. And who knew a book about gathering data could be so much fun to read? You'll buy it for the practical value of getting questionnaires right, but along the way you'll absorb a lot of fascinating lessons about psychology and logical thinking.

--Dan Heath, co-author of the New York Times bestsellers *Made to Stick*, *Switch*, and *Decisive*

Developing a good questionnaire is not as simple as is often assumed. There are many ways in which answers to questions can be biased or confused by naive investigators. Harris has provided a comprehensive treatment of the many practical issues that arise and need to be kept in mind when preparing questions for a wide range of uses. This book is clearly based on a great deal of personal experience, as well as informed by the work of others who have studied the complexities of the question-answer process whatever one's goals.

--Howard Schuman, Ph.D., Professor of Sociology and Research Scientist, Emeritus, at the University of Michigan's Survey Research Center

This book provides an accessible and thorough narrative into the world of questionnaire design. Practitioners, teachers, and researchers in a wide variety of fields will find it indispensable for their survey work.

--Michelle Janning, Ph.D., Professor of Sociology, Whitman College

This is an outstanding and much-needed resource for anyone who needs to gather information or make decisions based on data in other words, nearly everyone.

--Tracy Carlson, author of *What Great Brands Know About the Author*

David F. Harris is a leader in the field of questionnaire design and qualitative research. He received his B.A. from Reed College, in Portland, Oregon, and his M.A. in Quantitative Psychology from the prestigious L. L. Thurstone Psychometric Laboratory at the University of North Carolina at Chapel Hill. He is committed to supporting better decision-making for organizations of all kinds through the application of sound and thoughtful research.