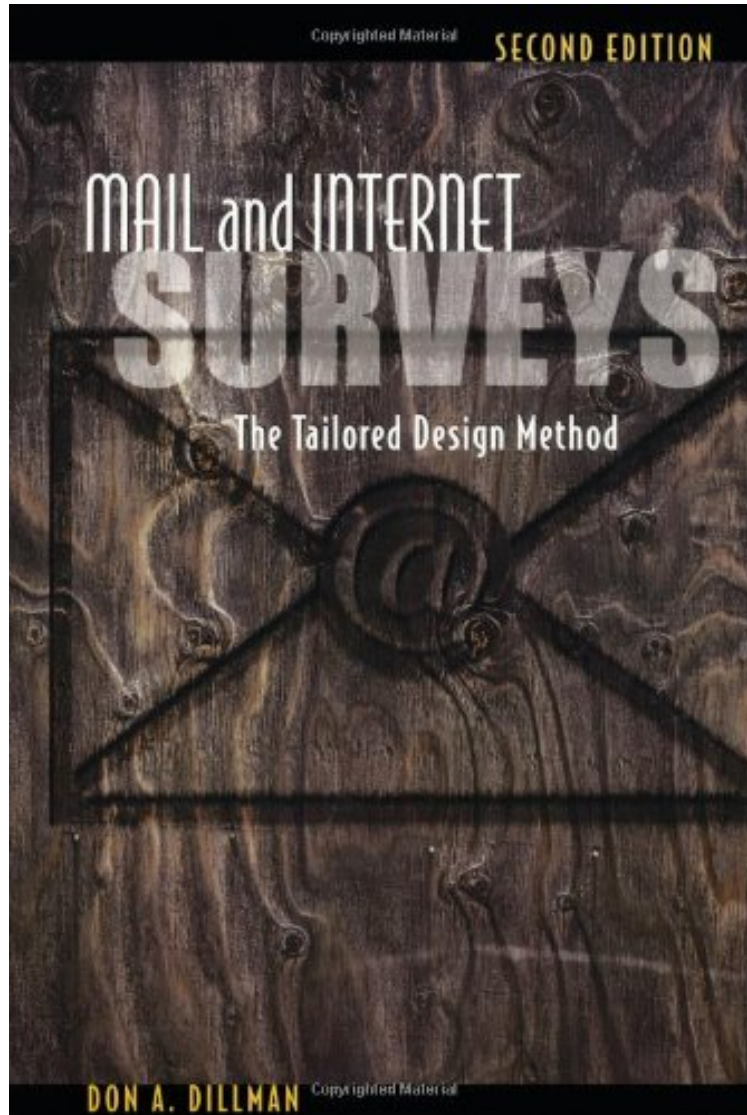


[Download ebook] Mail and Internet Surveys: The Tailored Design Method

Mail and Internet Surveys: The Tailored Design Method

Don A. Dillman

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Don A. Dillman : Mail and Internet Surveys: The Tailored Design Method before purchasing it in order to gage whether or not it would be worth my time, and all praised Mail and Internet Surveys: The Tailored Design Method:

46 of 50 people found the following review helpful. So much to say, even to those who think they knowBy Frank LynchI have close to 20 years of experience in market research; yet with the move that many are making to conducting their research over the Internet, I knew I needed to get a lot of learning quickly, in order to better understand the trade-offs being made between cost savings and research quality. Dillman's book fills that need. Building on an earlier edition, which focused on the issues surrounding interviewing by mail, Dillman confronts issues surrounding lack of

randomness, need for clarity in a self-administered-survey world, and issues of internet coverage, in drawing conclusions. Also, he has a very helpful discussion on the issues surrounding combining data collected through different methodologies at once. Dillman also discusses the need to recruit within the context of a social exchange; we are, after all, collecting information with the respondent's approval, and our generalizations are stronger when we have a good sampling plan and can maximize co-operation. Highly recommended! 57 of 62 people found the following review helpful. Light on the technical side By MJ23447 For those of you who do survey research and struggle with getting an acceptable response rate, this is the book for you. It truly is an amazing resource for a method that can get one to near a 75% response even on mail-only surveys. Highly recommended. For those of you looking for any help on statistics, this is NOT the book for you. For those of you interested in increasing the validity and reliability of your surveys, this could be the book for you. It does have an effective treatment of writing questions and effective survey design. If you wish to become an expert in coverage, sample frames, sampling, etc, look elsewhere. That topic gets just 10 pages. No book can do it all of course but I would have left out some of the "fluff" chapters Dillman included for some discussion of the more technical side of the statistics of analyzing surveys after you have designed them the way he suggests. 3 of 4 people found the following review helpful. Very useful! By Zippy Very good chapters for mixed-mode survey and alternative ways of delivering a questionnaire.

For nearly two decades, Don Dillman's Mail and Telephone Surveys and the Total Design Method it outlined has aided students and professionals in effectively planning and conducting surveys. But much has changed since the TDM was developed in 1978. Mail and Internet Surveys: The Tailored Design Method, Second Edition, thoroughly revised and updated by the author from his classic text, addresses these changes and introduces a new paradigm that responds to the recent developments that affect the conduct and success of surveys. In this new edition, Dillman introduces a new paradigm called "Tailored Design," which expands TDM to account for-and take advantage of-innovations such as computers, electronic mail, and the World Wide Web; theoretical advancements; mixed-mode considerations; the increasing acceptance of self-administered surveys; our better understanding of specific survey requirements; and an improved base of social science knowledge. As insightful and practical as its classic original, Mail and Internet Surveys, Second Edition is a crucial resource for any researcher seeking to increase response rates and obtain high-quality feedback from mail, electronic, and other self-administered surveys. Topics covered include: Writing Questions and Constructing the Questionnaire Mixed-Mode Surveys Personal Delivery of Questionnaires Surveying When Speed Is Critical Government Surveys of Households and Individuals Business Surveys Internet and Interactive Voice Response Systems Questionnaires That Can Be Scanned and Imaged Praise for the previous edition . . . "Required reading for anyone who wants to diversify research procedures." -Contemporary Psychology "An excellent reference tool and valuable addition to any serious practitioner's library." -Public Relations Journal "The book is packed with practical suggestions that cover each task in designing and implementing a survey." -Social Forces

"I would recommend this book to anyone involved in the design of postal surveys. The relevant chapters give useful guidance to improve the quality of the questions and the layout of self-completion questionnaires. In addition, the clear organisation of the sections in the book makes it ideal for finding clear well-written advice for specific queries." (Survey Methods Newsletter, Vol 20/2, 2000) From the Back Cover "For nearly two decades, Don Dillman's Mail and Telephone Surveys and the Total Design Method it outlined has aided students and professionals in effectively planning and conducting surveys. But much has changed since the TDM was developed in 1978. Mail and Internet Surveys: The Tailored Design Method, Second Edition, thoroughly revised and updated by the author from his classic text, addresses these changes and introduces a new paradigm that responds to the recent developments that affect the conduct and success of surveys. In this new edition, Dillman introduces a new paradigm called "Tailored Design," which expands TDM to account for-and take advantage of-innovations such as computers, electronic mail, and the World Wide Web; theoretical advancements; mixed-mode considerations; the increasing acceptance of self-administered surveys; our better understanding of specific survey requirements; and an improved base of social science knowledge. As insightful and practical as its classic original, Mail and Internet Surveys, Second Edition is a crucial resource for any researcher seeking to increase response rates and obtain high-quality feedback from mail, electronic, and other self-administered surveys. Topics covered include: Writing Questions and Constructing the Questionnaire Mixed-Mode Surveys Personal Delivery of Questionnaires Surveying When Speed Is Critical Government Surveys of Households and Individuals Business Surveys Internet and Interactive Voice Response Systems Questionnaires That Can Be Scanned and Imaged DON A. DILLMAN is well known and highly regarded in the survey field. He is Professor of Sociology and Rural Sociology at Washington State University, senior scientist for the Gallup Organization, and previously served as Senior Survey Methodologist at the U.S. Bureau of the Census. He is a frequent presenter of seminars and workshops on survey design. His previous books include How to Conduct Your Own Survey and Against All Odds: Rural Community in the Information Age. Praise for the previous edition . . . "Required reading for anyone who wants to diversify research procedures." -Contemporary Psychology "An excellent reference tool and valuable addition to any serious practitioner's library." -Public Relations Journal "The book is packed

with practical suggestions that cover each task in designing and implementing a survey."-Social Forces "About the AuthorDON A. DILLMAN is well known and highly regarded in the survey field. He is Professor of Sociology and Rural Sociology at Washington State University, senior scientist for the Gallup Organization, and previously served as Senior Survey Methodologist at the U.S. Bureau of the Census. He is a frequent presenter of seminars and workshops on survey design. His previous books include How to Conduct Your Own Survey and Against All Odds: Rural Community in the Information Age.