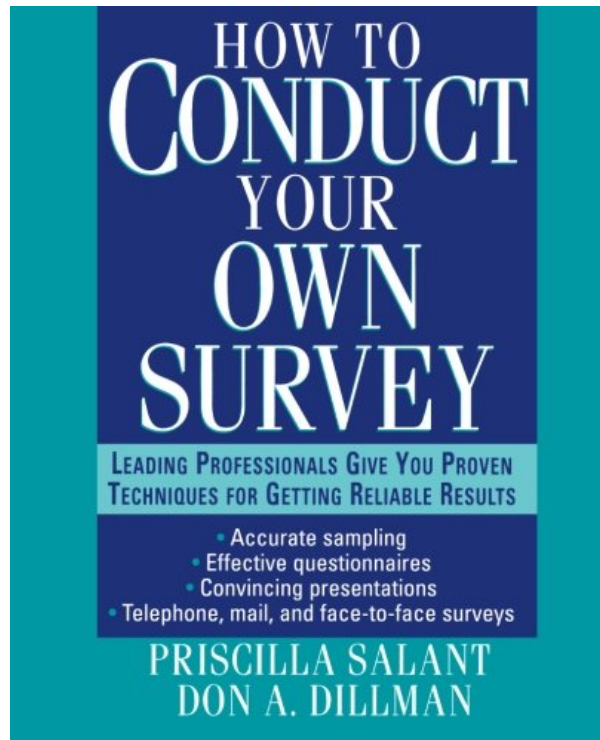
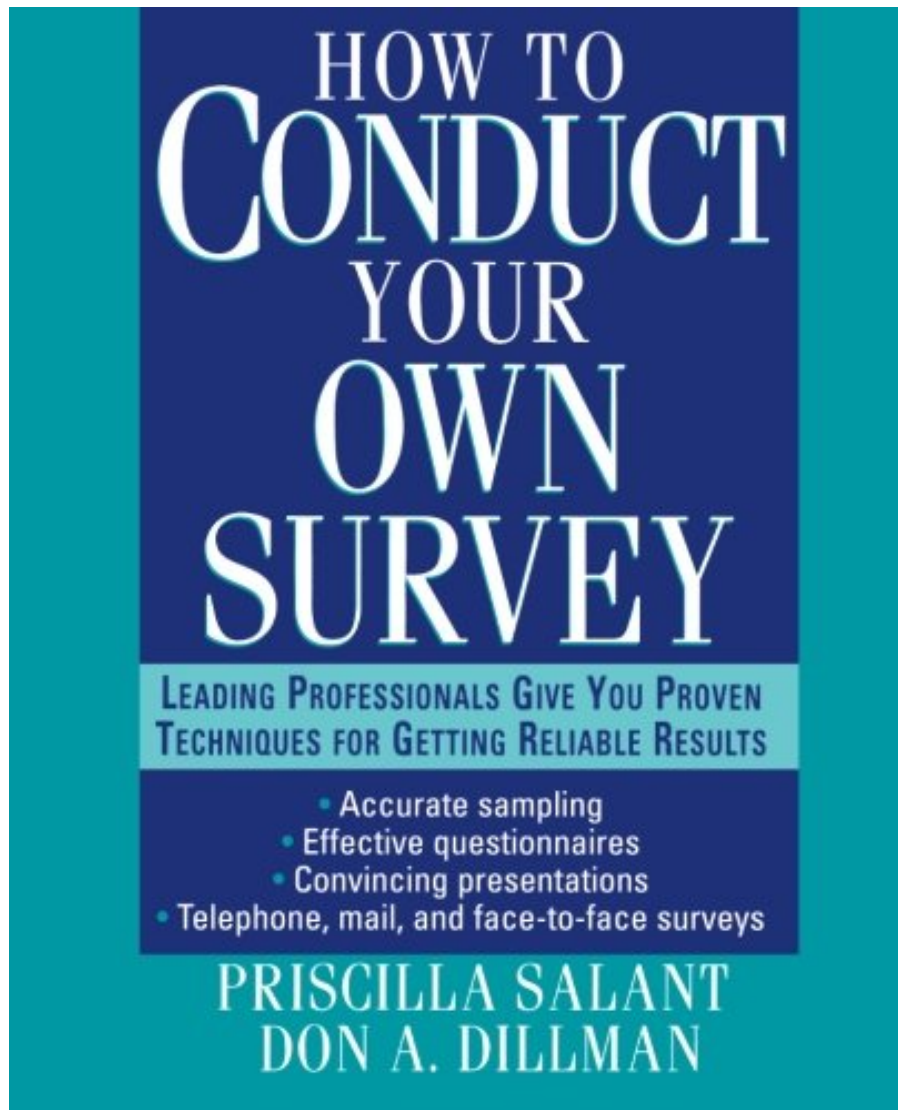


HOW TO CONDUCT YOUR OWN SURVEY BY PRISCILLA SALANT, DON A. DILLMAN



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A nuts-and-bolts guide to conducting your own professional-quality surveys without paying professional fees. How can you gauge public support for a cause or test the market for a product or service? What are the best methods for validating opinions for use in a paper or dissertation? A well-documented survey is the answer. But what if you don't have thousands of dollars to commission one? No problem. **How to Conduct Your Own Survey** gives you everything you need to do it yourself! Without any prior training, you can learn expert techniques for conducting accurate, low-cost surveys. In step-by-step, down-to-earth language, Priscilla Salant and Don A. Dillman give you the tools you need to:

- Determine which type of survey is best for you
- Estimate the cost of your survey
- Conduct mail, telephone, and face-to-face surveys
- Draw accurate samples
- Write effective questionnaires
- Compile and report results
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- Find reliable outside assistance
- And much more

About the Author

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- Sales Rank: #96311 in Books
- Brand: Don A Dillman
- Published on: 1994-11-10
- Released on: 1994-10-27
- Original language: English
- Number of items: 1
- Dimensions: 9.17" h x .74" w x 7.48" l, 1.08 pounds
- Binding: Paperback
- 256 pages

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Dillman's "total design method" is well illustrated in this volume. This work is an accessible introduction to designing one's own survey. The book is written pretty well, too.

Trying to get accurate results is what survey design is all about. This book emphasizes that and then runs through the process, step-by-step.

The book deals with some of the key issues in survey design: (a) what type of survey method (face-to-face, mail, phone), (b) sample selection, (c) construction of questions and the total questionnaire, (d) the logistics of administering the survey, (e) data analysis, (f) reporting the results.

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By Steven B. Weiner

This book is a very straightforward text on the theory and practice of surveys. It is styled as a book designed

so that you can do your own, simply by reading it. I think that a little unlikely, because like any craft, effective survey work happens when you have a little guidance on hand and a good grasp of computerized data management. One of the book's weaknesses is that it is not current. It was written in 1994, before a number of important electronic advances had been made, and so it is relatively weak in that arena.

All that said, the basic concepts of the survey and how good ones are constructed have not changed. Read this book, maybe twice, and you will be well grounded in the subject.

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