

Questionnaires



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著者: Berdie, Douglas R./ Anderson, John F./ Niebuhr, Marsha A.

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The second edition of Questionnaires: Design and Use has been greatly expanded from the original edition (1974), which has become a standard reference and training text for people using survey research techniques. It is a complete source of information on questionnaires for lay persons and professionals-an authoritative discussion of issues combining a review of previous writings with the authors' 15 years of professional experience with questionnaires. Covered are such topics as how to choose between mail surveys and interviews, designing a study using questionnaires, questionnaire format, how to write questions, discussion of response rates, and brief recommendations on analyzing data from questionnaires. A highlight of the book is the fully annotated bibliography containing 494 sources of important work related to survey research conducted over the past 50 years, with a table of contents organized by topic. Extensively illustrated, this book is a must for people in business, marketing, psychology, education, journalism, sociology, health care, government, and all other areas where questionnaires are used.

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