

## Recommended Survey Research Resources

Dillman, D. A., Smyth, J., and Christian, L. M. (2009) *Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method*, 3<sup>rd</sup> Ed. Hoboken, NJ: John Wiley, Co.

This is the third edition of this text, first published in 1978 as *Mail and Telephone Surveys: The Total Design Method* and rewritten as *Mail and Internet Surveys: The Tailored Design Method*, in 2000. Dillman addresses the history of surveys, and provides practical advice on all aspects of survey design and implementation from writing questions and constructing and formatting the questionnaire to alternative modes of delivery. His recommendations are grounded in extensive research on coverage, sampling, response rates, and reducing other sources of error.

<http://www.sesrc.wsu.edu/dillman/default.ASP> This link leads to the home page for Don A. Dillman, longtime survey researcher at the Social and Economic Sciences Research Center at Washington State University, and author of the book cited above. His page contains links to his research papers, and his opinion on the format of the 2000 ballot in Palm Beach County, FL.

<http://www.socialresearchmethods.net/kb/survey.php> This survey section is part of a larger website, *Research Methods Knowledge Base*, created by Cornell professor William M.K. Trochim. The site is a comprehensive web-based textbook that addresses all of the topics in a typical introductory course in social research methods. It not only contains information on design of surveys and their advantages and disadvantages, but also on sampling and levels of measurement in a brief and accessible format. Trochim addresses a variety of research related topics including application of social science research methods in program evaluation.

[http://www.aapor.org/Best\\_Practices.htm](http://www.aapor.org/Best_Practices.htm) The American Association for Public Opinion Research provides an overview of best practices on their website. They also provide <http://surveypractice.org/> a monthly web only publication of the American Association for Public Opinion Research that began in August 2008 to provide “current information on issues in survey research and public opinion that is useful to survey and public opinion practitioners, new survey researchers, and those interested in survey and polling methods.” The emphasis is on useful and practical information to enhance survey quality.

<http://www.whatisasurvey.info/> This site contains a booklet written by the Survey Research Methods Section of the American Statistical Association primarily for non-specialists and intended to improve surveys.

<http://www.srl.uic.edu/srllink/srllink.htm> A compilation of internet sites related to survey research maintained by the Survey Research Laboratory of the University of Illinois at Chicago.

<http://www.ojp.usdoj.gov/BJA/evaluation/guide/documents/documentgg.html> Guide to “Developing and Using Questionnaires” from the Program Evaluation and Methodology Division of the US General Accounting Office.