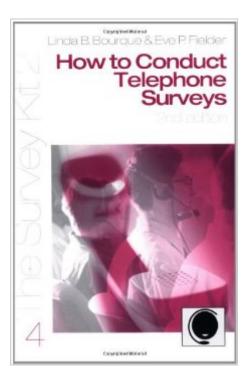
The book was found

How To Conduct Telephone Surveys (The Survey Kit, 4)





Synopsis

"The writing style is good, clear, and accurate, with a logical presentation of material. The checklists are effective learning aids." --Carol J. Lancaster, Medical University of South Carolina When should you use a telephone survey, and how do you transform completed telephone interviews into an analyzable, machine-readable data file? This book shows readers how to develop and administer telephone surveys (with particular attention to paper-and-pencil administration) and prepare the results for analysis. Using detailed examples and checklists, the authors explain the different kinds of telephone surveys, how to determine which telephone data collection method to use, and how to design and administer the questionnaires. Information is included for adapting questions originally designed for use in self-administered questionnaires or other data collection modalities. Language issues are discussed, including literacy and language level usage, and basic steps for translating survey materials into other languages. The authors also offer tips for: Interacting with and motivating respondents Handling "call backs" and "refusal conversions" Selecting, training, and supervising interviewers Sampling, with particular attention to random digit dialing (RDD) procedures Calculating response rates

Book Information

Series: The Survey Kit, 4 Paperback: 344 pages Publisher: SAGE Publications, Inc; 2nd edition (October 22, 2002) Language: English ISBN-10: 0761925910 ISBN-13: 978-0761925910 Product Dimensions: 0.8 × 5.8 × 8.8 inches Shipping Weight: 1 pounds (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #1,246,946 in Books (See Top 100 in Books) #96 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #1332 in Books > Textbooks > Business & Finance > Marketing #2159 in Books > Politics & Social Sciences > Social Sciences > Research

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