

Mail and Internet Surveys: The Tailored Design Method

By Don A. Dillman

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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."

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Editorial Review

Review

"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

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