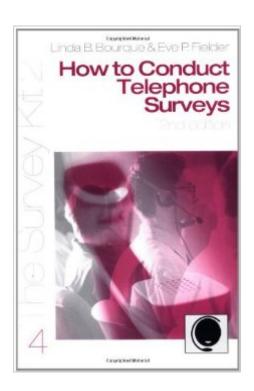
The book was found

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 x 5.8 x 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

Download to continue reading...

How to Conduct Telephone Surveys (The Survey Kit, 4) Skin Cancer (Cancer Surveys) Population Dynamics of Crocodylus Porosus and Status, Management and Recovery, Update 1979-1983

(Surveys of Tidal River Systems in the Northern Terri) (No. 18) Studies in the Sermon on the Mount: God's Character and the Believer's Conduct (OSWALD CHAMBERS LIBRARY) The Clean Coder: A Code of Conduct for Professional Programmers (Robert C. Martin Series) The Wedding Officiant's Guide: How to Write and Conduct a Perfect Ceremony Feminism and Its Fictions: The Consciousness-Raising Novel and the Women's Liberation Movement (Conduct & Communication Series) Language in the Inner City: Studies in the Black English Vernacular (Conduct and Communication) Responsible Conduct of Research Learning to Conduct and Rehearse A Short History of Jewish Ethics: Conduct and Character in the Context of Covenant 101 Tough Conversations to Have with Employees: A Manager's Guide to Addressing Performance, Conduct, and Discipline Challenges Ethics and the Conduct of Business (7th Edition) Ultimate Origami for Beginners Kit: The Perfect Kit for Beginners-Everything you Need is in This Box! [Origami Book, DVD, 62 Papers, 19 Projects] Calligraphy Kit: A complete kit for beginners My First Origami Kit: [Origami Kit with Book, 60 Papers, 150 Stickers, 20 Projects] Girligami Kit: A Fresh, Fun, Fashionable Spin on Origami [Origami Kit with Book, 60 Papers, 18 Models] Mini Money Origami Kit: Make the Most of Your Dollar! [Origami Kit with Book, DVD, 40 Bills] Money Origami Kit: Make the Most of Your Dollar [Origami Kit with Book, DVD, 60 Bills, 21 Projects] Origami Studio Kit: 30 Step-by-Step Lessons with an Origami Master [Origami Kit with Book, DVD, 70 Papers, 30 Lessons]

<u>Dmca</u>