

Surveys: A Bibliography

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Introduction

This bibliography was compiled by June Kim and John Wilson, Reference Librarians at the University of California at Los Angeles School of Law, Hugh and Hazel Darling Law Library. It is comprised of source material published from 1995 forward, and includes citations to books, chapters in books, articles and Internet sources. Our searching focused primarily on the literature of the Library and Information Science field and the Business field. We believe the citations included will inform the development, conduct and evaluation, of a survey. We did not search the Mathematics or Science literature as we believed that they would contain material of a theoretical nature.

We searched the indexes, ABI/INFORM, Expanded Academic ASAP, LISA: Library and Information Science Abstracts, Library Literature, Social Science Citation Index, Social Sciences Index, Sociological Abstracts, the union catalogs WorldCat and RLIN and the Internet. When the indexes have provided an abstract we have included it. The citations included reflect searching completed through the end of November 2003.

Books

- Adams, Mignon S. and Beck, Jeffrey A. *User Surveys in College Libraries*. Chicago, IL: College Library Information Packet Committee, College Libraries Section, Association of College and Research Libraries, American Library Association, 1995.
- Aldridge, Alan and Levine, Kenneth. *Surveying the Social World: Principles and Practice in Survey Research*. Buckingham; Philadelphia, PA: Open University Press, 2001.
- Alreck, Pamela L. and Settle, Robert B. *The Survey Research Handbook*. Chicago, IL: Irwin, 1995.
- American Library Association, Committee on Accreditation. *Outcomes Assessment for Library and Information Studies: Resource Manual*. Chicago, IL: American Library Association, 1995.
- Bauer, Robert W. and Bauer, Sandra S. *The Question Book*. Amherst, MA: HRD Press, 2003.
- Behling, Orlando and Law, Kenneth S. *Translating Questionnaires and Other Research Instruments: Problems and Solutions*. Thousand Oaks, CA: Sage Publications, 2000.
- Bernard, H. Russell. *Social Research Methods: Qualitative and Quantitative Approaches*. Thousand Oaks, CA: Sage Publications, 2000.

Biemer, Paul P. and Lyberg, Lars. *Introduction to Survey Quality*. Hoboken, NJ: Wiley, 2003.

Bogart, Leo. *Finding Out: Personal Adventures in Social Research: Discovering What People Think, Say and Do*. Chicago, IL: Ivan R. Dee, 2003.

Bourque, Linda B. and Fielder, Eve P. *How to Conduct Self-Administered and Mail Surveys*. Thousand Oaks, CA: Sage Publications, 2003.

Braverman, Marc T. and Slater, Jana Kay. *Advances in Survey Research*. San Francisco, CA: Jossey-Bass Pub., 1996.

Contents: Does the public have a role in evaluation?: surveys and democratic discourse / Gary T. Henry -- Sources of survey error : implications for evaluation studies / Marc T. Braverman -- Satisficing in surveys : initial evidence / Jon A. Krosnick, Sowmya Narayan, Wendy R. Smith -- Understanding differences in people's answers to telephone and mail surveys / Don A. Dillman ... [et al.] -- Household-level determinants of survey nonresponse / Mick P. Couper, Robert M. Groves -- Applications of the Rasch model to evaluation of survey data quality / Kathy E. Green -- Translating survey questionnaires : lessons learned / Ruth B. McKay ... [et al.].

Brekke, Elaine and Rounds, Laura. *User Surveys in ARL Libraries: a SPEC Kit*. Washington, DC: Association of Research Libraries, Office of Management Services, 1994.

Campbell, Bruce. *Listening to your Donors: The Nonprofit's Practical Guide to Designing and Conducting Surveys that Improve Communication with Donors, Refine Marketing Methods, Make Fundraising Appeals More Effective, Increase your Income*. San Francisco, CA: Jossey-Bass, 2000.

Campbell, Nicole. *Usability Assessment of Library-related Web Sites: Methods and Case Studies*. Chicago, IL: LITA, a division of the American Library Association, 2001.

Cork, Daniel L. *Survey Automation: Report and Workshop Proceedings*. Washington, DC: National Academies Press, 2003.

Couper, Mick P. et al. *Computer Assisted Survey Information Collection*. New York, NY: Wiley, 1998.

Covey, D. T. *Usage and Usability Assessment: Library Practices and Concerns*. Washington, DC: Digital Library Federation, Council on Library and Information Resources, 2002.

Denise Troll Covey conducted interviews with library professionals engaged in assessment concerning the evaluation of online library services and user behavior. Her interviews covered "why digital libraries assessed the use and usability of their online collections and services; what aspects of those collections and services they were most interested in assessing; what methods the libraries used to conduct their assessments; which methods worked well and which worked poorly in particular kinds of assessments; how assessment data were used by the library, and to what end; what challenges libraries faced in conducting effective assessments. The result is a report on the application, strengths, and weaknesses of assessment techniques that include surveys, focus groups, user protocols, and transaction log analysis.... For each method she covers, she is careful to supply a definition, explain why and how libraries use the method, what they do with the results, and what problems they encounter." pref.

Czaja, Ronald and Blair, Johnny. *Designing Surveys: A Guide to Decisions and Procedures*. Thousand Oaks, CA; London: Pine Forge Press, 2003.

DeCandido, GraceAnne A. and Blixrud, Julia C. *After the User Survey, What Then?* Washington, DC: Association of Research Libraries, Office of Management Services, 1997.

DeCandido, GraceAnne A. and Blixrud, Julia C. *Issues and Innovations in after the User Survey, What Then?* Washington, DC: Association of Research Libraries, Office of Management Services, 1997.

De Vaus, D. A. *Surveys in Social Research*. London, UK: Routledge, 2002.

Dillman, Don A. *Mail and Internet Surveys: The Tailored Design Method*. New York, NY: Wiley, 2000.

Contents: Introduction to Tailored Design -- Writing questions -- Constructing the questionnaire -- Implementation procedures -- Limiting error from coverage and sampling -- Tailoring to sponsorship, population, and special situations -- Mixed-mode surveys -- Delivery of questionnaires in-person, to groups and through publications -- When speed is critical: diary, customer satisfaction, and election forecast surveys -- Surveys by government of households and individuals -- Business and other organization surveys -- Internet and interactive voice -- Response systems -- Questionnaires that can be scanned and imaged.

Dooley, David. *Social Research Methods*. Upper Saddle River, NJ: Prentice Hall, 2001.

Fink, Arlene. *The Survey Kit*, 10 vols. Thousand Oaks, CA: Sage Publications, 2003.

Contents: v. 1. Survey handbook by Arlene Fink -- v. 2. How to ask survey questions by Arlene Fink -- v. 3. How to conduct self-administered and mail surveys by Linda B. Bourque, Eve P. Fielder -- v. 4. How to conduct telephone

- surveys /by Linda Bourque, Eve P. Fielder -- v. 5. How to conduct in-person interviews for surveys by Sabine Mertens Oishi -- v. 6. How to design survey studies by Arlene Fink -- v. 7. How to sample in surveys by Arlene Fink -- v. 8. How to assess and interpret survey psychometrics by Mark S. Litwin -- v. 9. How to manage, analyze, and interpret survey data by Arlene Fink -- v. 10. How to report on surveys by Arlene Fink.
- Fink, Arlene and Kosecoff, Jacqueline B. *How to Conduct Surveys: A Step by Step Guide*. Thousand Oaks, CA: Sage Publications, 1998.
- Firebaugh, Glenn. *Analyzing Repeated Surveys*. Thousand Oaks, CA: Sage Publications, 1997.
- Foddy, William H. *Constructing Questions for Interviews and Questionnaires: Theory and Practice in Social Research*. Cambridge, UK; New York, NY, USA: Cambridge University Press, 1994.
- Fowler, Floyd J. *Improving Survey Questions: Design and Evaluation*. Thousand Oaks, CA: Sage Publications, 1995.
- Fowler, Floyd J. *Survey Research Methods*. Thousand Oaks, CA: Sage Publications, 2002.
- Gomm, Roger. *Social Research Methodology: A Critical Introduction*. New York, NY: Palgrave Macmillan, 2003.
- Gray, George A. and Guppy, L. Neil. *Successful Surveys: Research Methods and Practice*. Australia; Scarborough, Ont.: Nelson Thomson, 2003.
- Groves, Robert M., et al. *Survey Nonresponse*. New York, NY: Wiley Interscience, 2002.
- Hafner, Arthur W. *Descriptive Statistical Techniques for Librarians*. Chicago, IL: American Library Association, 1998.
- Harkness, Janet A. et al. *Cross-Cultural Survey Methods*. Hoboken, NJ: J. Wiley, 2003.

Contents: Comparative research by Janet Harkness, Peter Ph. Mohler, and Fons J.R. Van de Vijver -- Questionnaire design in comparative research by Janet Harkness, Fons J.R. Van de Vijver, and Timothy P. Johnson -- Questionnaire translation by Janet Harkness -- Communication and social cognition by Michael Braun -- Developing comparable questions in cross-national surveys by Tom W. Smith -- Culture-sensitive context effects : a challenge for cross-cultural surveys by Norbert Schwarz -- Background variables by Michael Braun and Peter Ph. Mohler -- Sampling and estimation by Sabine Häder and Siegfried Gabler -- Errors in comparative survey research : an overview by Michael Braun -- Bias and

equivalence : cross-cultural perspectives by Fons J.R. Van de Vijver --
Nonresponse in cross-cultural and cross-national surveys by Mick P. Couper and
Edith D. de Leeuw – Data collection methods by Knut Kalgraff Skjåk and Janet
Harkness – Social desirability in cross-cultural research by Timothy P. Johnson
and Fons [J.R.] Van de Vijver -- Bias and substantive analyses by Fons J.R. Van
de Vijver -- Multidimensional scaling by Johnny Fontaine -- Cross-cultural
equivalence with structural equation modeling by Jaak Billiet -- Multitrait-
multimethod studies ; Response function equality by Willem E. Saris -- Using
published survey data by Jan W. van Deth -- Documenting comparative surveys
for secondary analysis by Peter Ph. Mohler and Rolf Uher -- The use of meta-
analysis in cross-national studies by Edith D. de Leeuw and Joop J. Hox

Hatry, Harry P. *Customer Surveys for Agency Managers: What Managers Need to Know*. Washington, DC: Lanham, MD: Urban Institute Press, 1998.

Hayes, Bob E. *Measuring Customer Satisfaction: Survey Design, Use, and Statistical Analysis Methods*. Milwaukee, WI: ASQC Quality Press, 1998.

Hernon, Peter and Altman, Ellen. *Assessing Service Quality: Satisfying the Expectations of Library Customers*. Chicago, IL: American Library Association, 1998.

Contents: Understanding ends and means -- A look in the library mirror -- "Your mission, should you choose to accept it..." -- Measuring and assessing the components of service quality -- What can go wrong with numbers -- Compliment and complaint management -- Listening to customers through surveys -- Listening to customers through focus group interviews -- Customer-related indicators and requirements -- Satisfaction and service quality: separate but intertwined -- Interpreting findings to improve customer service -- Embracing change - continuous improvement.

Hernon, Peter and Whitman, John R. *Delivering Satisfaction and Service Quality: a Customer-based Approach for Libraries*. Chicago, IL: American Library Association, 2001.

Houttkoop-Steenstra, Hanneke. *Interaction and the Standardized Survey Interview: The Living Questionnaire*. Cambridge; New York: Cambridge University Press, 2000.

Jackson, Mary E. *Measuring the Performance of Interlibrary Loan Operations in North American Research and College Libraries*. Washington, DC: Association of Research Libraries, 1998.

Junion-Metz, Gail and Metz, Derrek L. *Instant Web Forms and Surveys for Academic Libraries*. New York, NY: Neal-Schuman, 2001.

Junion-Metz, Gail and Metz, Derrek L. *Instant Web Forms and Surveys for Public*

- Libraries*. New York, NY: Neal-Schuman, 2001.
- Kent, Raymond A. *Data Construction and Data Analysis for Survey Research*. Houndmills, Basingstoke, Hampshire; New York, NY: Palgrave, 2001.
- Kish, Leslie. *Survey Sampling*. New York, NY: Wiley 1995, (c)1965.
- Kish, Leslie, et al. *Leslie Kish: Selected Papers*. Hoboken, NJ: John Wiley, 2003.
- A selection of his key research papers, chosen for their relevance for survey research, published between 1949 and 1999, and augmented by commentaries of colleagues.
- Kyrillidou, Martha and Heath, Fred M. *Measuring Service Quality*. Champaign, IL: University of Illinois Graduate School of Library and Information Science, 2001.
- Lehtonen, Risto and Pahkinen, Erkki. *Practical Methods for Design and Analysis of Complex Surveys*. Chichester; New York, NY: Wiley, 1995.
- Leon, Joseph J. *Survey Research: In-Person, Mail, Telephone and Web Methods*. Honolulu, HI: Streamline Surveys, Inc., 2003.
- Litwin, Mark S. *How to Measure Survey Reliability and Validity*. Thousand Oaks, CA; London: Sage, 1995.
- Lyberg, Lars. *Survey Measurement and Process Quality*. New York, NY: Wiley, 1997.
- Maynard, Douglas W. *Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview*. New York, NY: Wiley, 2002.
- Nahl, Diane. *Strategic Research Approaches for Reference Librarians*. Dubuque, Iowa: Kendall/Hunt, 2001.
- Nardi, Peter M. *Doing Survey Research: A Guide to Quantitative Methods*. Boston, MA: Allyn and Bacon, 2003.
- Nesbary, Dale K. *Survey Research and the World Wide Web*. Boston, MA: Allyn and Bacon, 2000.

Contents: Introducing survey research. Sampling techniques; Survey types -- Introduction to the Internet and the Web -- Introduction to web-based surveys. State law enforcement survey; Local law enforcement survey; University survey - - Survey design in Microsoft Frontpage -- Web search exercises. Keyword searches using Alta Vista; Web directory exercises using Yahoo.

- Newman, Isadore and McNeil, Keith A. *Conducting Survey Research in the Social Sciences*. Lanham, MD: University Press of America, 1998.
- Oppenheim, A. N. (Abraham Naftali). *Questionnaire Design, Interviewing and Attitude Measurement*. London: Continuum, 2000.
- Oishi, Sabine. *How to Conduct In-Person Interviews for Surveys*. Thousand Oaks, CA: Sage Publications, 2003.
- Patten, Mildred L. *Questionnaire Research: A Practical Guide*. Los Angeles, CA: Pyrczak Pub., 2001.
- Patterson, Patricia. *Law Librarians: Making Information Work*. [Chicago, IL]: American Association of Law Libraries, 1996.
- Peterson, Robert A. *Constructing Effective Questionnaires*. Thousand Oaks, CA: Sage Publications, 2000.
- Powell, Ronald R. *Basic Research Methods for Librarians*. Greenwich, CT: Ablex Publishing Corporation, 1997.
- Punch, Keith. *Survey Research: The Basics*. Thousand Oaks, CA: Sage Publications, 2003.
- Rea, Louis M. and Parker, Richard A. *Designing and Conducting Survey Research: A Comprehensive Guide*. San Francisco, CA: Jossey-Bass Publishers, 1997.

Contents: An overview of the sample survey process -- One: Developing and administering questionnaires -- Designing effective questionnaires: Basic guidelines -- Developing survey questions -- Administering the questionnaire -- Utilizing focus groups in the survey research process -- Two: Ensuring scientific accuracy -- Understanding sampling theory -- Determining the sample size -- Selecting a representative sample -- Three: Presenting and analyzing survey results -- Presenting and describing survey data -- Testing the statistical significance of sample survey data -- Measuring the strength of statistically significant relationships in sample survey data -- Preparing an effective final report -- A. Table of areas of a standard normal distribution -- B. Measures of central tendency and dispersion -- C. Glossary -- D. Answers to selected exercises.

- Reviere, Rebecca. *Needs Assessment: A Creative and Practical Guide for Social Scientists*. Washington, DC: Taylor & Francis, 1996.

Contents: Introduction: setting the stage / Rebecca Reviere ... [et al.] -- Creating the research design for a needs assessment / Susan Berkowitz -- Taking the sample survey approach / Susan Berkowitz -- Using qualitative and mixed-

method approaches / Susan Berkowitz -- Planning a needs assessment / Rebecca Riviere and Carolyn C. Carter -- Assessing the AIDS-related needs of women in an urban housing development / Robin L. Miller and Elizabeth E. Solomon -- Assessing child and maternal health: the first step in the design of community-based interventions / E. Walter Terrie -- Assessing the needs of the elderly: two approaches / Susan Berkowitz ... [et al.] -- Using and communicating findings / Carolyn C. Carter -- Building for future needs assessments / Rebecca Riviere and Susan Berkowitz.

Salant, Priscilla and Dillman, Don A. *How to Conduct Your Own Survey*. New York, NY: Wiley, 1994.

Contents: Practical surveys -- Cornerstones of a quality survey -- Deciding what information you need -- Choosing a survey method -- When and how to select a sample -- Writing good questions -- Questionnaire design -- Setting your survey in motion and getting it done -- From questionnaires to survey results. Reporting survey results -- Advice, resources, and maintaining perspective.

Sapsford, Roger. *Survey Research*. London; Thousand Oaks, CA: Sage Publications, 1999.

Schonlau, Matthias, et al. *Conducting Research Surveys Via E-mail and the Web*. Santa Monica, CA: Rand, 2002.

Schuman, Howard and Presser, Stanley. *Questions and Answers in Attitude Surveys: Experiments on Question Form, Wording, and Context*. Thousand Oaks, CA: Sage Publications, 1996.

Schwartz, Norbert and Sudman, Seymour, eds. *Answering Questions: Methodology for Determining Cognitive and Communicative Processes in Survey Research*. San Francisco, CA: Jossey-Bass, 1996.

Shonrock, Diana D. *Evaluating Library Instruction: Sample Questions, Forms, and Strategies for Practical Use*. Chicago, IL: American Library Association, 1996.

Libraries devote serious resources to user-education programs and need to measure their effectiveness with hard data. This guide was designed to simplify the evaluation planning process and the making of evaluation instruments. The material was developed from hundreds of survey instruments used by librarians around the country. The handbook contains: (1) a guide to developing, conducting, and tabulating a survey or evaluation; (2) 14 sections of sample questions; (3) four appendices containing a sample cover letter, sample attitudinal and measurement scales, pre- and post-instruction checklists, and sample evaluation forms; (4) a glossary of terms; (5) a 66-item bibliography; and (6) a mail-in evaluation form for the handbook itself.

Spunt, Trevor M. *Guide to Customer Surveys: Sample Questionnaires and Detailed Guidelines for Creating Effective Surveys*. New York, NY: Customer Service Group, 1999.

Solomon, David J. *Conducting Web-Based Surveys*. College Park, MD: ERIC Clearinghouse on Assessment and Evaluation, 2001.

Thomas, Susan J. *Designing Surveys that Work!: A Step-by-Step Guide*. Thousand Oaks, CA: Corwin Press, 1999.

Thurgood, Lori. *NCES Handbook of Survey Methods*. Washington, DC: National Center for Education Statistics, U.S. Dept. of Education, Institute of Education Sciences, 2003.

Tourangeau, Roger, et al. *The Psychology of Survey Response*. Cambridge, UK; New York: Cambridge University Press, 2000.

Contents: An introduction and a point of view -- Respondents' understanding of survey questions -- The role of memory in survey responding -- Answering questions about dates and durations -- Factual judgments and numerical estimates -- Attitude questions -- Attitude judgments and context effects -- Selecting a response: Mapping judgment to survey answers -- Editing of responses: Reporting about sensitive topics -- Mode of data collection -- Impact of cognitive models on survey measurement.

Walden, Graham R. *Survey Research Methodology, 1990-1999: An Annotated Bibliography*. Westport, CT: Greenwood Press, 2003.

(From the publicity materials) Survey research is one of the most widely used research methodologies across the social and behavioral sciences. Two trends that have had a major impact on the development of survey methods over the last decade are (1) the application of techniques and theories from cognitive psychology to the understanding and reduction of survey measurement error, and (2) the application of new computer and telephony technologies to data collection and analysis. These trends and other emerging issues from the 1990's literature on survey research methods are captured here in 617 detailed annotations to monographs, journals, government documents, dissertations, and ERIC documents. Annotations include examples from business, criminology, education, health and medicine, law, library science, mass media, work, religion, and women's studies.

Ward, David. *Getting the Most Out of Web-based Surveys*. Chicago, IL: American Library Association, 2000.

Weingand, Darlene E. *Customer Service Excellence: A Concise Guide for Librarians*. Chicago, IL: American Library Association, 1997.

Weisberg, Herbert F. et al. *An Introduction to Survey Research, Polling, and Data Analysis*. Thousand Oaks, CA: Sage Publications, 1996.

Contents: The nature of survey research -- The survey process -- Sampling procedures -- Questionnaire construction -- The data collection stage -- Coding practices -- Designing survey -- The process of data analysis -- Single-variable statistics -- Statistical inference for means -- Two-variable tables -- Measures of association -- Control tables -- Correlation and regression -- Writing survey reports -- Evaluating surveys -- The ethics of polls.

Wilson, Noel and McClean, Sally I. *Questionnaire Design: A Practical Introduction*. Newtownabbey, Co. Antrim: University of Ulster, 1994.

Book Chapters

Bandilla, Wolfgang. *Web Surveys: An Appropriate Mode of Data Collection for the Social Sciences?* In *Online Social Sciences* (Bernad Batinic, ed.). Seattle, WA: Hogrefe & Huber Publishers, 2002.

Batagelj, Zenel, and Vehovar, Vasja. *WWW Surveys*. In *Advances in Methodology, Data Analysis, and Statistics* (Anuska Ferligoj, ed.). Ljubljana, Faculty of Social Sciences, 1998c.

Dillman, Don A., and Bowker, Dennis K. *The Web Questionnaire Challenge to Survey Methodologists*. In *Dimensions of Internet science* (Ulf-Dietrich Reips and Michael Bosnjak, eds.). Lengerich, Pabst Science Publishers, 2001.

Epstein, Joel and Klinkenberg, W. Dean. *Collecting Data via the Internet: The Development and Deployment of a Web-based Survey*. In *Using the Internet as a Research Tool for Social Work and Human Services* (Goutham M. Menon, ed.). New York, NY: Haworth Press, 2002.

Fowler, Floyd J. *Design and Evaluation of Survey Questions*. In *Handbook of Applied Social Research Methods* (Bickman, L. & D.J. Rogs, eds.). Thousand Oaks, CA: Sage Publications, Inc., 1997.

Graf, Lorenz. *Assessing Internet Questionnaires: The Online Pretest Lab*. In *Online Social Sciences* (Bernad Batinic, ed.). Seattle, WA: Hogrefe & Huber Publishers, 2002.

Ramos, Magdalena et al. *Computerized Self-Administered Questionnaires*. In *Computer Assisted Survey Information Collection* (Couper, Mick P. et al., eds.). New York, NY: John Wiley & Sons, 1998.

Robbins, Jane Borsch. *Interviewing (Gathering Information From Library Users)* In: The Tell it! Manual. Chicago: American Library Association, 1996 161-75.

Articles

Adamson, Colin. *How To Waste Money Measuring Customer Satisfaction*. 4 *Managing Service Quality* 9 (1994).

Aldred, Katherine. *Customer Surveys Key to Success in Competitive Marketplace*. 30 *IIE Solutions* 10 (April 1998).

When performed properly, a survey becomes an integral part of the customer relations process, according to Daniel Kanouse, COO of Take Charge Consultants Inc. He recommends 7 steps that companies can take to improve their surveying process and customer relations. They include: 1. Know your objectives. 2. Identify the survey population. 3. Verify your database. 4. Assemble the best qualified team. 5. Develop a strategic plan and timeline.

Alreck, Pamela L and Robert B. Settle. *Planning Your Survey*. *American Demographics* 12 (August 1995).

Data collection is typically the most expensive aspect of a survey. Collecting the data requires contact with respondents, and that can be accomplished by speaking with them in person, by reaching them on the telephone, or by mailing them a questionnaire to be completed and returned. To select the most appropriate of these 3 methods, the researcher should first decide whether or not interviews are required. If interviews are required, the next step is to decide whether personal or telephone interviews would be most appropriate. Personal interviewing provides the most complete contact with respondents because face-to-face interaction permits both audible and visual communication with respondents. Contact and interaction requirements, the nature of the inquiry and information sought, and the timing and geographic circumstances of respondents are important considerations for making the choice.

Applegate, Rachel. *Models of User Satisfaction: Understanding False Positives*. 32 *RQ* 525 (Summer 1993).

Avoid Post-Survey Regret. 56 *SuperVision* 6(June 1995).

Post-survey regret is the feeling of regret, following the collection of information, that certain questions were not asked or were not asked differently. There are 6 steps to help supervisors avoid post-survey regret and to make sure the results of the market research are both valid and reliable: 1. Ask managers to predict important data outcomes. 2. Determine comfort zones of managers prior to conducting the research. 3. Identify early the likely areas of uncertainty after the

research is completed. 4. Develop simulated data. 5. Perform action audits. 6. Anticipate unwelcome results.

Bachmann, Duanne P, et al. *E-mail and Snail Mail Face Off in Rematch*. 11 Marketing Research 10 (Winter 1999/Spring 2000).

Rapid advances in computer technology and more specifically, with the Internet, have spurred the use of e-mail surveys for data collection. But questions remain as to whether e-mail is a viable means of data collection. The results of a recent study that duplicated an earlier analysis weighing the effectiveness of e-mail surveys against traditional mail surveys are examined. While the more recent study confirmed many of the earlier findings favoring e-mail surveys for data collection, it also produced evidence that weakens support for e-mail surveys, particularly in their response rates.

Bailey, Craig. *Examine Ways to Maximize Surveys*. 36 Marketing News 46 (October 28, 2002).

In today's business environment, companies cannot afford to lose a single profitable customer. By leveraging results from a customer satisfaction survey, an organization can respond to its customers' needs in ways that increase revenue as well as improve customer and employee satisfaction and loyalty. The following principles can be used to get the most out of customer surveys: 1. You cannot manage what you do not measure. 2. Any measurement that does not hold an individual responsible is not an effective metric. 3. No one should ever be held responsible for a measurement that they cannot influence. 4. The importance of a measurement is determined by how high in an organization it is consistently reviewed. 5. Every measurement must have clear and rational goals. 6. If a "carrot and stick" is not clear, measurement will fall into disuse.

Bancroft, Audrey F. et al. *A Forward-Looking Library Use Survey: WSU Libraries in the 21st Century*. 24 Journal of Academic Librarianship 216 (1998).

Bass, Steve. *It Pays to Listen to Your Customers: These Two Survey Web Sites Let You Learn More About Their Needs*. 21 PC World 59 (October 2003).

Bertot, John C. and Charles R. McClure. *Electronic surveys: Methodological Implications for Using the World Wide Web to Collect Survey Data*. 33 Proceedings of the ASIS Annual Meeting 173 (1996).

The National Commission on Libraries and Information Science (NCLIS) commissioned the authors to conduct a national survey of public library use of the Internet in the Fall of 1995. The purpose of this study was to assess the change in public library involvement with the Internet from NCLIS' 1994 national study (McClure, Bertot, and Zweizig, 1994). For the 1995-1996 study, the authors used a World-Wide Web (Web)-based version of the survey in addition to a printed

questionnaire, providing respondents the option to reply to the survey through traditional print media as well as over the Internet. The authors surveyed Web-based and print-based questionnaire respondents concerning the use of Web-based questionnaires for survey research, yielding results both in favor of and in opposition to further Web-based survey research. This paper identifies several factors that contributed to these mixed results and presents recommendations for future Web-based survey research.

Best, Samuel J., et al. *An Assessment of the Generalizability of Internet Surveys*. 19 *Social Science Computer Review* 131 (2001).

Boyer, Kenneth K, et al. *Print Versus Electronic Surveys: A Comparison of Two Data Collection Methodologies*. 20 *Journal of Operations Management* 357 (August 2002).

This paper compares the responses of consumers who submitted answers to a survey instrument focusing on Internet purchasing patterns both electronically and using traditional paper response methods. The results of a controlled experiment within a larger data collection effort are presented. The same survey instrument was completed by 416 Internet customers of a major office supplies company, with approximately 60% receiving the survey in paper form and 40% receiving the electronic version. The findings suggest that electronic surveys are generally comparable to print surveys in most respects, but that there are a few key advantages and challenges that researchers should evaluate. Notably, the sample indicates that electronic surveys have fewer missing responses and can be coded/presented in a more flexible manner that offers researchers new capabilities.

Bradley, N. *Sampling for Internet Surveys: An Examination of Respondent Selection for Internet Research*. 41 *Journal of the Market Research Society* 387 (1999).

Brown, Carolyn M. *Measuring What Your Customers Think*. 28 *Black Enterprise* 45 (June 1998).

Many businesses realize they must spend time, energy and money not only to get customers to buy but also on evaluating and improving their products or services. This requires putting in place systems for communicating with customers, managing customer service programs and measuring customer satisfaction. In order to keep customers satisfied, companies must train employees to be both product- and customer service-driven. Companies cannot rely on just one method to gather customer responses; they have to use several, including: 1. customer surveys, 2. telephone polls, 3. focus groups, and 4. product sampling.

Burkey, Jake and William L. Kuechler. *Web-based Surveys for Corporate Information Gathering: a Bias-Reducing Design Framework*. 46 *IEEE Transactions on Professional Communication* 81 (June 2003).

Article discusses how companies can improve their customer satisfaction surveys by implementing a strategic customer driven action process (CAP). Accordingly, customer satisfaction is a result of the CAP, which asks customers what needs to be improved, rather than asking customers how happy they are with the past performance of an organization.

Calvert, Philip J. International Variations in Measuring Customer Expectations. 49 *Library Trends* 732 (2001).

One of the problems using Gap Analysis is our partial understanding of customer expectations. A survey of Chinese university library students' expectations of service quality was compared to a similar survey done previously in New Zealand. Marked similarities in results show that there is perhaps a global set of customer expectations that can be used to measure academic library service quality. Three dimensions that concern staff attitudes, the library environment, and services that help the customer to find and use the library's materials efficiently, are found in both studies. A secondary study investigated national culture as a source of attitudes to customer service. Using Hofstede's dimensions, Library and Information Science (LIS) students in China and New Zealand were compared. Apart from some variation in the role of the manager in setting service standards, little variation appeared. The two surveys both suggest that national culture is not a major precursor of attitudes to service quality, so it will not impede efforts to set international measures of service quality for libraries.

Calvert, Philip. J. and Herson, P. *Surveying Service Quality within University Libraries in New Zealand*. 23 *The Journal of Academic Librarianship* 408 (September 1997).

This article builds on work by Peter Herson and Ellen Altman in creating a generic service equality questionnaire. It shows the steps taken in New Zealand to adapt the questionnaire to local conditions and terminology. It concludes that items ranked highly in terms of importance in service quality by library users in the United States were paralleled in the New Zealand pilot survey instrument. A copy of the questions and their average (mean) scores is included. This research was conducted before the ARL initiative that led to the development of the LibQUAL+ instrument.

Canning, Cheryl S. et al. *Using Focus Groups to Evaluate Library Services in a Problem-Based Learning Curriculum J. Otto Lottes Health Sciences Library*. 14 *Medical Reference Services Quarterly* 75 (Fall 1995).

Chase, Nancy. *Your Guide to Electronic Data-Acquisition Products*. 36 *Quality* 44 (August 1997).

Quality's 2nd annual Electronic Data-Acquisition Selection Guide is provided. The guide is a source of the latest information on who to contact for hardware and software products to help companies acquire and analyze data generated by electronic devices. Nearly 100 manufacturers of data-acquisition hardware and software responded to the 1997 survey.

- Chisnall, Peter M. *Computer Assisted Survey Information Collection*. 41 Market Research Society. *Journal of the Market Research Society* 367 (July 1999).
- Cho, Hyunyi, and LaRose, Robert. *Privacy Issues in Internet Surveys*. 17 Social Science Computer Review 421 (1999).
- Cook, Colleen et al. *A Meta-Analysis of Response Rates in Web- or Internet-Based Surveys*. 60 Educational and Psychological Measurement 821 (2000.)
- Response representativeness is more important than response rate in survey research. However, response rate is important if it bears on representativeness. The present meta-analysis explores factors associated with higher response rates in electronic surveys reported in both published and unpublished research. The number of contacts, personalized contacts, and precontacts are the factors most associated with higher response rates in the Web studies that are analyzed.
- Couper, Mick P. *Web Surveys: A Review of Issues and Approaches*. 64 Public Opinion Quarterly 464 (2000).
- Couper, Mick P., et al. *Web Survey Design and Administration*. 65 Public Opinion Quarterly 230 (2001).
- Crabtree, Anna Beth and Julia H. Crawford. *Assessing and Addressing the Library Needs of Health Care Personnel in a Large Regional Hospital*. 85 Bulletin of the Medical Library Association 167 (April 1997).
- Cravenho, John and Bill Sandvig. *Survey for Action, Not Satisfaction*. 36 Quality Progress 63 (March 2003).
- Crawford, John, et al. *The Stakeholder Approach to the Construction of Performance Measures*. 30 Journal of Librarianship and Information Science 87 (1998).

Reports on the British Library, Research and Innovation Centre (BLRIC) supported stakeholder project, conducted by Glasgow Caledonian University Library, to apply the stakeholder method to the design of a set of user chosen performance measures to assist British academic libraries in improving customer service. Reports results of a questionnaire survey, involving 15 institutions and 10 stakeholding groups, consisting of 91 performance measures organized in four

categories: assistance from library staff; provision of study space and equipment; access to materials and equipment; and management and administration, Identifies similarities and differences between groups and describes their principal characteristics. Compares pre-and post-1992 universities and suggests questionnaires for user surveys which would yield qualitative information on library services. Compares this research with similar work carried out in New Zealand, with recent reports on academic library evaluation and with Leeds Metropolitan University Library's service level agreement. The project ran from July 1995 to November 1996.

Crawford, Scott, et al. *Web Surveys: Perceptions of Burden*. 19 *Social Science Computer Review* 146 (2001).

Cullen, Rowena. *Perspectives on User Satisfaction Surveys*. 49 *Library Trends* 662 (2001).

Davis, Deborah S. and Bernstein, Alan M. *From Survey to Service: Using Patron Input To Improve Customer Satisfaction*. 14 *Technical Services Quarterly* 47 (1997).

deRouvray, Christel and Couper, Mick P. *Designing a Strategy for Reducing "No Opinion" Responses in Web-Based Surveys*. 20 *Social Science Computer Review* 3 (2002).

Dibb, Sally, et al. *New Survey Medium: Collecting Marketing Data with E-Mail and the World Wide Web*. 10 *Journal of Targeting, Measurement and Analysis for Marketing* 17 (2001).

The attractions of a low-cost, easy to administer survey medium which provides sound and fast response rates are obvious. E-mail, either combined with the World Wide Web (WWW) or on its own, is that medium. Yet, despite e-mail's established use in a range of information and commercial areas, researchers are only just beginning to explore the possibilities of carrying out on-line data collection. This paper describes an application of the new survey medium showing how it can be used for rapid and highly cost-effective data collection. Recommendations are made concerning the most suitable circumstances for this kind of data collection.

Dinerman, Gloria. *If You Don't Know, Ask: The Art and Craft of Survey*. 6 *Information Outlook* 6 (July 2002).

Doyle, Christine. *The Perceptions of Library Service Questionnaire PLSQ: The Development of a Reliable Instrument to Measure Student Perceptions of and Satisfaction with Quality of Service in an Academic Library*. 1 *New Review of Academic Librarianship* 139 (1995).

Eisenfeld, Bonnie. *Phone Interviews May Garner More Data*. 37 *Marketing News* 57 (March 3, 2003).

When a market researcher needs to obtain information or opinions from business decision-makers, they may collect more data from more people by using telephone in-depth interviewing than by conducting focus groups. Telephone interviews can be done at a time convenient for each respondent and do not require anyone to travel anywhere.

Foo, Schubert, Mark Hepworth. *The Implementation of an Electronic Survey Tool to Help Determine the Information Needs of a Knowledge-Based Organization*. 8 *Information Management & Computer Security* 53 (2000).

One of the most difficult aspects of deriving an information management plan for a large knowledge-based enterprise is to determine what information people require to do their various tasks as well as help them expand and update their existing knowledge. Achieving this goal can be time consuming. To speed up and yet effectively define information needs, an electronic survey tool was designed to survey the employees of a large government organization. This paper concentrates on the development and implementation of the electronic survey including survey preparation, distribution, and data collection and processing, and data analysis and evaluation. Practical, tested, guidelines are included. In addition, alternative means, tools and techniques to conduct the electronic survey are discussed.

Fox, Jezz et al. *Conducting Research Using Web-Based Questionnaires: Practical, Methodological, and Ethical Considerations*. 6 *International Journal of Social Research Methodology* 167 (2003).

The use of the Internet for social science research is becoming increasingly common. This paper outlines practical, methodological, & ethical issues for researchers to consider when using Web-based questionnaires. This is illustrated by consideration of the authors' own experience of conducting a study into the phenomenon of self-harm.

Fridlund, Alan J. *Raosoft Tool Serves Up Easy Surveying, Simple Statistics*. 19 *InfoWorld* 97 (Mar 17, 1997).

Raosoft's SurveyWin 3.2 data-gathering and analysis software is reviewed. This product eases the job of designing questionnaires and reporting survey responses. SurveyWin is not for those who need more advanced survey analysis, however.

Garver, Michael S. *Take Stock of Your Customers*. 12 *Marketing Management* 36 (January/February 2003).

The biggest challenge for customer satisfaction process owners is to get internal employees to respond to and use the data. Unfortunately, research has shown that most customer satisfaction programs are not accomplishing this goal. While many

firms are doing an adequate job of collecting data, the problem lies in turning data into information and acting on that information. Customer satisfaction audits can provide valid, data-driven answers to questions and help practitioners improve their customer satisfaction process. Before implementing a customer satisfaction audit, managers must first follow 3 steps: 1. Define best practices. 2. Develop internal measurements. 3. Partner with audit teams. Steps in the auditing method are discussed.

Glitz, Beryl. *The Focus Group Technique in Library Research: an Introduction Based on a Presentation at the 1996 MLA Conference*. 85 *Bulletin of the Medical Library Association* 385 (October 1997).

Gross, Melissa and Saxton, Matthew L. *Integrating the Imposed Query into the Evaluation of Reference Service: A Dichotomous Analysis of User Ratings*. 24 *Library & Information Science Research* 251 (2002).

This article discusses a secondary analysis of a user survey from 13 public libraries to isolate factors that contribute to high levels of performance by reference librarians and to identify reliable indicators that can be used to measure and evaluate reference services. It also examined user ratings of reference services by transaction type, either self-generated or imposed.

Hahn, Susan E., et al. *Assessing Customer Demands: Making Changes that Count User Satisfaction Surveys at the University of Oklahoma*. 16 *Library Administration & Management* 16 (Winter 2002).

The University of Oklahoma administers a student survey annually. The satisfaction rating of the library had steadily declined for five years. The library wanted a more detailed analysis of user satisfaction, so administered 12 surveys with the help of students in a marketing class to students, faculty and staff. Based on the results signage was both increased and changed to avoid library jargon, reference service points were integrated. Simultaneously the automated catalog system was upgraded. Their conclusion: "Anecdotal observations and the satisfaction survey suggest that following through with customer recommendations does produce measurable changes in the perceptions of users as determined by user surveys."

Hernon, Peter. *Determination of Sample Size and Selection of the Sample: Concepts, General Sources, and Software*. 55 *College & Research Libraries* 171 (March 1994).

Herring, Susan D. *Using the World Wide Web for Research: Are Faculty Satisfied? Survey Results*. 27 *The Journal of Academic Librarianship* 213 (May 2001).

"This survey explored faculty members' satisfaction toward the Web as a research source. Results indicate that, although faculty members are generally satisfied

with the Web, they question the accuracy and reliability of much Web-based information and the sufficiency of Web resources for research. Attitudes also vary by academic discipline." It includes a good example of a mailed survey. It was sent to faculty in 30 different Alabama institutions, staggered by proportion of faculty found there so that 15% were from community/junior colleges, 13.1% from 4-year colleges and 71.9% from universities. Community/junior college faculty and science faculty found the web most authoritative and useful while literature and humanities faculty found it the least and used it less. Implications for traditional print and electronic collection development are discussed.

Hiller, Steve. *Assessing User Needs, Satisfaction, and Library Performance at the University of Washington Libraries*. 49 *Library Trends* 605 (Spring 2001).

Discusses methods used at the University of Washington libraries to assess user needs, satisfaction, and library performance. Describes the triennial user surveys used in the past as well as the new ARL's (Association of Research Libraries) LibQUAL+ methodology that focused on quality of service and library support through a Web-based survey.

Hodges, Kris. *Ask a Silly Question....* *American Demographics* 20 (May 1997).
Survey results are often the primary, if not sole, vehicle for making important marketing decisions. Therefore, it is critical that every effort be taken to ensure valid, accurate and unbiased results. An important component of the research process is the development of the survey instrument - a set of questions designed to evoke useful answers. It is a market researcher's role to ensure that the sponsor's inquiries are accurately translated into appropriate questions for respondents and that respondents correctly interpret the questions. The researcher must then correctly interpret the survey results and translate the findings into meaningful marketing terms. Guidelines for creating effective market surveys are: 1. Remember who your respondent is. 2. Remember respondent constraints. 3. Offer appropriate response choices. 4. Offer full-response choices. 5. Offer intuitively appropriate response choices. 6. Beware of "and." 7. Be specific. 8. Eliminate irrelevant questions. 9. Remember the logical little things. 10. Review and pre-test.

Inman, Jane and Amanda Collicutt. *Getting to Know You Two Information Specialists in the Dept. of Planning, Transport & Economic Strategy in Warwickshire, England Assess the Information Needs of Their Clientele*. 102 *Library Association Record* 388 (July 2000).

Janes, Joseph. *Survey Construction*. 17 *Library Hi Tech* 321 (1999).

Jenkins, Steven and Tony Solomonides. *Automating Questionnaire Design and Construction*. 42 *International Journal of Market Research* 79 (2000).

When devising survey questionnaires it is often useful to reuse questions

and other questionnaire objects from previous, similar surveys. The notion of reuse leads us to consider the creation of searchable libraries of standard questions. However, a major problem is how to represent routing and specialization information in a question outside the scope of the original questionnaire. This paper describes a set of representations and methods that have been conceived to aid in the construction of libraries of standard questions and other questionnaire components. The computational inspiration behind these arose in work on object orientation and reusable components. The library components contain embedded knowledge of particular survey domains and our method simplifies the management of that knowledge. This paper introduces the notion of context tokens to provide a mechanism for encapsulating knowledge about the applicability of individual question objects. In so doing, context tokens form flexible links between the stock questions which may be used to direct the construction of questionnaires. Furthermore, they ensure that the questionnaires constructed are organized and that the conditional routing paths within them are both complete and correct.

Jerabek, Judy Ann and Lynn M. McMMain. *The Answer You Get Depends on Who (and What) You Ask: Involving Stakeholders in Needs Assessments*. 37 *Journal of Library Administration* 387 (2003).

Julien, Heidi E. *A Content Analysis of the Recent Information Needs and Uses Literature*. 18 *Library & Information Sciences Research* 53 (Winter 1996).

Katcher, Bruce L. *Make More Strategic Use of Customer Satisfaction Surveys*. 24 *The Journal of Business Strategy* 34 (January/February 2003).

Conducted properly, customer satisfaction surveys can provide a wealth of information directly related to an organization's strategic plan. Improperly conducted, such surveys do little more than provide interesting but not very useful information. There are 3 major reasons why customer satisfaction survey programs do not provide strategic value. 1. Customer surveys are viewed as merely a performance appraisal tool. 2. The wrong people are involved. 3. Management engages in analysis paralysis. There are 7 general guidelines to help a company establish a useful customer satisfaction survey program: 1. Establish clear, quantifiable objectives related to strategic plans. 2. Involve senior management. 3. Make certain that customer perspectives are included in the survey. 4. Do everything possible to encourage customers to respond. 5. Develop an action plan implementation process. 6. Communicate the results widely. 7. Make the survey process ongoing rather than a one-time event.

Kilgore, Mike. *Survey Savvy*. 52 *Successful Meetings* 28 (February 2003).

In conducting market research, a critical but often overlooked element is the importance of a good survey. Ask the wrong questions, or ask them of the wrong people, and you have worthless data. A few tips to help create a good survey that

delivers solid information are discussed: 1. Ask clear questions. 2. Focus on a single point in each question. 3. Be sure the correct response is available. 4. Consider how the data from the survey will be used. 5. Ask the right number of questions.

Kirsch, Arthur D, et al. *Evaluation of Differences in Giving and Volunteering Data Collected by In-Home and Telephone Interviewing*. 30 *Nonprofit and Voluntary Sector Quarterly* 495 (September 2001).

While preparing for its 1999 study, *Giving and Volunteering in the United States*, Independent Sector was told by its contractor that starting in 2000; it could no longer conduct the survey using in-home interviews. Independent Sector contracted with another company to do a parallel study in 1999 by telephone to identify issues related to changing the survey mode.

Krysan, Maria et al. *Response Rates and Response Content in Mail Versus Face-to-Face Surveys*. 58 *Public Opinion Quarterly* 381 (1994).

Lakner, Edward. *Optimizing Samples for Surveys of Public Libraries: Alternatives and Compromises*. 20 *Library & Information Science Research* 321 (1998).

A recent national survey polled public library directors and local government officials concerning the value of public library services and outlook for local tax support of public libraries. This article focuses on procedures used in planning the study sample, and broader issues to be considered in designing a national sample for public libraries.

Line, Maurice B. *What Do People Need of Libraries, and How Can We Find Out?* 27 *Australian Academic & Research Libraries* 77 (June 1996).

Long, Ju, et al. *Calling All Customers*. 14 *Marketing Research* 28 (Fall 2002).

The wireless marketing survey is a new data collection technique that conducts marketing surveys on standard wireless phones. In practice, researchers can implement the survey in text-based or voice-based formats or combine both formats in a multi-modal survey. Wireless marketing surveys could help researchers better understand factors that influence consumers' purchase decisions, especially the influences of situational factors. Using Web-based survey management software, researchers can design the survey questionnaire, monitor survey processes, and interact with respondents from anywhere convenient to them. Data also can be transferred, stored, and analyzed immediately from the Web. More companies are starting to realize they can gain a competitive edge by making sure their products/services fit in consumers' lives. The value of wireless marketing surveys lies in their ability to develop a rich understanding of consumer natural behaviors in daily lives.

McCullough, Dick. *Market Research on the Web*. 15 *Communication World* 29 (October/November 1998).

Web-based surveys offer tremendous potential to the business community. They are potentially faster to conduct, generate more accurate information and are cheaper by several magnitudes. You only need to follow a few steps to successfully conduct a Web-based survey. They are: 1. Understand clearly what questions you want answered. 2. Know who you want to talk to. 3. Write a questionnaire and put it on the Web. 4. Build traffic to that questionnaire. 5. Analyze the data.

MacEwan, Bonnie. J. *Understanding Users' Needs and Making Collections Choices at Pattee Library*. 23 *Library Collections, Acquisitions, and Technical Services* 315 (1999).

"Understanding user needs has always been the key to building relevant collections and designing appropriate services. The availability of electronic resources and the many choices of format and access methods have made understanding library users even more critical. Librarians can use formal and informal methods to gather information about users. Formal methods include surveys and focus groups. The information gathered can be used for selection and service. It should also be used to reshape the scholarly information system to better meet the needs of undergraduates and researchers, beginning users and sophisticated users' and users who are doing in-depth research and those who just want a small amount of information quickly." Interesting list of what the students said they wanted and didn't want in information products. Also points out that there is a continuum among users of how much information they want. Not all service point transactions are "teachable moments."

Marino, Sylvia Lacock. *Surveys Says!* 25 *EContent* 32 (April 2002).

Massey-Burzio, Virginia. *From the Other Side of the Reference Desk: a Focus Group Study at Johns Hopkins University*. 24 *The Journal of Academic Librarianship* 208 (May 1998).

Mehta, Rajiv and Sivadas, Eugene. *Comparing Response Rates and Response Content in Mail Versus Electronic Mail Surveys*. 37 *Journal of Market Research Society* 429 (1995).

Moore, David W. *Measuring New Types of Question-Order Effects: Additive and Subtractive*. 66 *Public Opinion Quarterly* 80 (Spring 2002).

Murphy, David. *Portable Devices for Today's Field Marketer*. *Marketing* 33 (July 22, 1999).

According to research conducted exclusively for Marketing by Portable Software Solutions among client companies, 77% equip their field marketing teams with field computers. Nearly 60% have introduced them in the past 5 years, citing increased productivity and improved field force information as the major benefits. Although there is a growing recognition of the value of new technologies, some argue that marketers are in danger of drowning in a sea of information.

Murgai, Sarla R. *When Library Surveys Result in Positive Action: A Success Story.* 53 Tennessee Librarian 5 (Winter 2002).

Nicholas, David. *The Information Needs Interview: a Long Way from Library-Use Statistics.*15 Education for Information 34 (December 1997).

Nogami, Glenda Y. *Eight Points for More Useful Surveys.* 29 Quality Progress 93 (October 1996).

Surveys are in the forefront of total quality management. Many process action teams conduct surveys to establish baseline data from which improvement trends can be seen. However, many people are unaware of basic considerations in developing and conducting surveys. There are eight points for more useful surveys: 1. Clients and customers are not the same. 2. Surveys raise customers' expectations. 3. How one asks a question will determine what one gets. 4. The more specific the question, the better the answer. 5. One has only one chance and only 30 minutes. 6. The more time one spends in survey development, the less time one will spend in data analysis and interpretation. 7. Whom one asks is as important as what one asks. 8. Before the data are collected, one should know how one wants to analyze and use those data. These eight points are not intended to supplant traditional theory, but rather to optimize survey efforts and make survey data more relevant and useful to clients.

Norman, Kent L. et al. *Navigational Issues in the Design of Online Self-Administered Questionnaires.* 20 Behaviour and Information Technology 37 (2001).

Parang, Elizabeth. *Using Focus Groups to Match User Expectations with Library Constraints at the University of Nebraska Medical Center Library; Workshop Report from the 1996 NASIG Conference.*31 The Serials Librarian 335 (1997).

Parker, Elizabeth. *Inside the Organisation Interviewing Potential Users to Determine What They Need.*101 Library Association Record 586 (October 1999).

Perkins, Gay Helen and Yuan, Haiwang. *A Comparison of Web-based and Paper-and-Pencil Library Satisfaction Survey Results.* 62 College and Research Libraries 369 (July 2001).

Western Kentucky University Libraries developed a survey similar to its Web-based library satisfaction survey, with identical content for library Web and exit

patrons to compare these groups' responses. Focuses on the collection of Web and exit survey responses in a two-week period, transformation of response data for analysis, comparison of the two samples, and discussion of potential use of results.

Phillips, John T. Jr. *Software for Surveys*. 30 ARMA Records Management Quarterly 54 (January 1996).

Surveys are legitimate and necessary instruments for data collection and compilation without which many organizations and individuals would be working in a vacuum. The steps in a survey can be aided by computer software of various kinds. Different software packages can be selected for each project task, or an integrated package that will support the entire survey process and data analysis can be selected. Small surveys can easily be accommodated with a word processor and some forms development skills. However, a large number of individuals or items may indicate that a database management system is in order. If complex analysis of the data is required, a statistical analysis package is probably in order. Data processing requirements should be defined well ahead of making a selection decision on the software required to support a project.

Plosker, George R. *Conducting User Surveys: An On-Going Information Imperative*. 26 Online 64 (September/October 2002).

Pope, Jeffrey L. *Practical Marketing Research*. 19 Small Business Reports 58 (January 1994).

The right market research can tell a company a lot about customers' potential response to a new product or service, concept, or advertisement. Steps to designing a survey questionnaire that can help a company collect reliable and cost-effective answers to research questions are presented. Interviews, the cornerstone of marketing research, come in 3 varieties: 1. in-person, 2. telephone, and 3. mail. In-person interviews offer several advantages, including flexibility and the ability to show things to interviewees and observe them. Telephone interviews enable the company to reach a large, geographical diverse sample, even in remote locations, and to complete hundreds of interviews in one day. Although mail interviews are less expensive per person than telephone and in-person interviews, the response is usually low. Once the preliminary planning is completed, the questionnaire should be composed. It is a good idea to pretest the questionnaire with a group of interviewees. Once the survey is completed, the answers should be coded, totaled, and cross-tabulated.

Quiney, Lynn V. *If It Moves. . .* 26 The Law Librarian 295 (March 1995).

Ray, Nina M. and Sharon W. Tabor. *Cybersurveys Come of Age*. 15 Marketing Research 32 (Spring 2003).

Until recently, online surveys represented only 5% to 10% of all market research conducted in the US. Academics and practitioners alike, however, are recognizing the potential for using the Web as a communication medium to conduct survey research, partially because of the sheer number of potential respondents now online. While survey methodology itself remains constant, technology now gives improved access to target populations, design flexibility, and data-handling capabilities as never before. Technology has been used increasingly in survey research over the past decade in the form of computer-administrated surveys such as CATI (computer-assisted telephone interviews), CATS (completely automated telephone surveys), disks-by-mail, e-mail surveys, and computer-based fax. The next natural transition was to the real-time medium of the Web and the lure of more accurate data, fast data collection, and reduced costs.

Revill, Don H. *Self-Assessment of an Academic Library at Liverpool John Moores University in the UK*. 3 *New Review of Academic Librarianship* 151 (1997).

This article details a British library's experience with a survey to measure staff satisfaction with the library. The institution does an annual student survey which consistently rates the library's service highly. The conclusion was that "...users' perception of the Service would appear to be higher than that of its staff. The instrument is of some value in eliciting the views of staff. It does provide an opportunity to communicate to University management information derived from a formalized self-assessment."

Roberts, Elizabeth S. *In Defense of the Survey Method: An Illustration from a Study of User Information Satisfaction*. 39 *Accounting and Finance* 53 (March 1999).

Abstract: The use of the survey method in management information systems is critically evaluated with the aim of overcoming some of its potential weaknesses. A research project employing the survey method was used to study the causes of user information satisfaction. The results showed that by carefully developing instruments and questionnaires, criticisms to surveys can be countered. Moreover, ensuring that the survey has a well-developed theoretical framework and clearly defined constructs will lead to reliable and valid collection of data.

Rowley, Jennifer. E. *Knowing Your Customers*. 49 *Aslib Proceedings* 64 (March 1997).

_____. *Focusing on Customers*. 46 *Library Review* (Glasgow, Scotland) 81 (1997).

Rubin, John. *Online Marketing Research Comes of Age*. 41 *Brandweek* 26 (October 30, 2000).

Sarling, Jo Haight and Debra S. Van Tassel. *Community Analysis: Research that Matters to a North-Central Denver community*. 21 *Library & Information Science Research* 7(1999).

Scarlett, Joanna. *Internet Use Survey*. 28 *Law Librarian* 101 (June 1997).

Schillewaert, Niels. et al. *Non-Probability Sampling for WWW Surveys: A Comparison of Methods*. 40 *Journal of the Market Research Society* 307 (1998).

Schlicter, Doris J. and Pemberton, J. Michael. *The Emperor's New Clothes? Problems of the User Survey as a Planning Tool in Academic Libraries*. 53 *College and Research Libraries* 257 (1992).

Semon, Thomas T. *Settle for Personal Truth vs. Facts in Surveys*. 37 *Marketing News* 17 (Jan 20, 2003).

Marketing research is performed by means of surveys. The market researcher's potential error sources are more varied and many of them are not errors relative to physical reality.

Seymour, Harry. *Conducting and Using Customer Surveys*. 31 *Marketing News* H24 (June 9, 1997).

End-result planning is the easiest part of the survey design process to overlook, but if you know what questions you plan to ask in a survey, you can hypothesize about the results and set a plan for action. The analysis of data is enriched by industry expertise because the numbers have greater implications to the analyst who knows your industry.

Siatri, Rania. *The Evolution of User Studies*. 49 *Libri* 132 (September 1999).

Special Report- List Developments: Researching for the Truth. *Precision Marketing* 21 (Oct. 2003).

As data owners increasingly use electronic channels to capture data, the risks are likely to rise. While postal responses continue to produce the high volumes needed for lifestyle databases, Web, email and telephone channels are being used increasingly. According to the DMA, response rates to postal surveys have fallen by 40% in the past decade, says Andrew Greenyer, director of customer relationship management at Group 1 Software. Consumers are wising up. They are no longer giving away their personal data for nothing, and, as a result, an increasing number of lifestyle surveys are being "incentivised." Rewarding respondents lifts response rates, but it also creates its own danger: consumers can "upgrade" their responses, either deliberately or unconsciously, if they think it will yield a better gift. Where prize draws are used, some consumers believe they improve their chances if they appear to have a better profile.

Supovitz, Jonathan.A. *Surveying Through Cyberspace*. 20 *American Journal of Evaluation* 251(1999).

Swires-Hennessy, Ed and Marc Drake. *The Optimum Time at Which to Conduct Survey Interviews*. 34 Market Research Society. Journal of the Market Research Society 61 (Jan 1992).

In one of the latest books on survey errors and costs, Groves (1989) reports that, to achieve optimal gains in response over the traditional nonresponse reduction method, a double sampling scheme should be employed. This, however, requires a knowledge of various design parameters prior to the survey. Such parameters are rarely available and, hence, the use of such techniques is rare. It is obvious that successive calls to a sample member incur costs that increase with each call. A case for a rationalization of the call pattern both to achieve maximum response and minimal costs is provided. The Welsh Inter Censal Survey was conducted between January and June 1986 by a consortium of 5 market research companies in the UK. The results show that: 1. there is a fairly clear interviewer preference for Monday-Thursday calling, 2. there is an unexpectedly higher correlation between the times for the first and 2nd call, and 3. a greater probability of successful outcomes can be achieved by controlling interviewer's time of calling on any particular day than might be achieved by controlling the day of calling.

Tourangeau, Roger, et al. *Self-administered Questions by Telephone: Evaluating Interactive Voice Response*. 66 Public Opinion Quarterly 265 (2002).

The newest methods of survey data collection to emerge have reduced the role of the interviewer or eliminated it entirely, allowing the respondents to interact directly with the computer. The new modes of self-administered data collection include Web surveys and a technology referred to as interactive voice response (IVR) in which the computer plays a recording of the questions to the respondents over the telephone, who indicate their answers by pressing keys on the handsets. The Gallup Organization uses IVR to collect data for a broad range of clients. In 1999 alone, Gallup completed more than 1 million IVR interviews, generally brief ones assessing customer satisfaction. In addition, it has carried out several experiments comparing data collect by IVR with data from other modes of data collection. This paper describes the results of four experiments done at Gallup in 1998 and 1999 comparing data collected by IVR from other modes of data collection. Three of the four studies focus on the impact of IVR on reporting; the fourth focuses on the effects of IVR on nonresponse.

Tyerman, Karen. *Getting Things in Focus: the Use of Focus Groups in Brent Libraries to Monitor Service to the Ethnically Diverse Community*. 17 Library Management 36 (1996).

Udell, Jon. *Web Surveys: With Properly Designed Forms, the Web Becomes a Valuable Resource for Data Collection*. 21 BYTE (New Hampshire) 133 (1996).

van Lill, Christo. *A Model for Studying Users' Information Needs and Use*. 67 South African Journal of Library and Information Science. 38 (2000).

Veldof, Jerilyn R. *Data Driven Decisions: Using Data to Inform Process Changes in Libraries*. 21 *Library and Information Science Research* 31 (1999).

Over the past five years staff at every level at the University of Arizona Library have begun drastically improving services and increasing customer satisfaction with the Library. Without the data collection and analysis methods from Total Quality Management these changes would not have been possible. Creating and analyzing Pareto and control charts, customer satisfaction surveys, needs assessment focus group interviews, and other data methods have since become an integral part of everyday work at the Library.

Web Survey Software. 19 *PC Magazine (American Edition)* 163 (2000).

Weible, Rick, John Wallace. *Cyber Research: the impact of the Internet on Data Collection*. 10 *Marketing Research* 19 (Fall 1998).

Four methods of collecting survey data are compared and it is revealed that newer methods have significant but not overwhelming advantages over older methods, such as mail. While conventional mail and fax continue to garner slightly higher response rates than e-mail and Web forms, they are of course slower and more expensive. Unlike most earlier studies on this issue, fixed and variable costs of the methods were looked at and an argument was made that for an increasing proportion of the North American population, the cost and convenience advantages of the newer methods can often make up for lower response rates and inaccurate e-mail addresses.

Westbrook, Lynn. *Analyzing Community Information Needs: A Holistic Approach*. 14 *Library Administration & Management* 26 (Winter 2000).

Willits, Fern.K. and Ke, Bin. *Part-Whole Question Order Effects*. 59 *Public Opinion Quarterly* 392 (1995).

Witte, James C. et al. *Research Methodology: Method and Representation in Internet-based Survey Tools*. 18 *Social Science Computer Review* 179 (2000).

Yacano, Frank. *Handheld PCs Save Time in Field Surveys*. 44 *Research & Development* 22 (July 2002).

Researchers collecting survey data in the field can save time and headaches by using handheld PCs rather than traditional paper and pencil. For many researchers, the challenge when considering handhelds is how to create suitable forms for conducting interviews and collecting data without making a major programming investment. These were the issues facing Jane Swanson, research social psychologist at the University of Washington. Swanson decided to investigate whether it was possible to input data directly into some kind of

computer in the field. She elected to go with handhelds rather than laptops, both for device size as well as battery life. For the handheld unit, Swanson selected the NEC Mobile Pro 770. She opted for Visual CE, a software tool that allows users to create customized tables and forms without programming experience.

Zeki Simsek, and John F Veiga. *A Primer on Internet Organizational Surveys*. 4 Organizational Research Methods 218 (July 2001).

With so many individuals linked to the Internet and so many possible ways to reach them, the debate for organizational scholars is no longer whether Internet self-administered surveys are possible but rather over the comparative understanding and the relative advantages and disadvantages of these surveys. because relative research has generally been fragmented and narrow in scope, making comparisons difficult, the authors review and assess the research on Internet self-administered surveying modalities of electronic mail and the World Wide Web. Then, they provide recommendations that address problematic and controversial aspects of these modalities, including ways to increase the representativeness of samples, construct sampling frames, increase response rates, and manage anonymity and confidentiality.

Zhang, Yin. *Using the Internet for Survey Research: a Case Study*. 51 Journal of the American Society for Information Science 57 (2000).

Internet Resources

American Statistical Association, *Brochures about Survey Research*
<http://www.amstat.org/sections/srms/whatsurvey.html> (last date accessed 11/25/03)

The American Statistical Association's "What is a Survey?" series, includes nine eight-page (pdf files) brochures on such topics as "How to Plan a Survey," "Judging the Quality of a Survey," and "Designing a Questionnaire."

D'Arienzo, Daria. *Assessment as Adventure: Facilities Assessment Case Study – Testing the Waters, Amherst College, 2002*.
<http://www.amherst.edu/library/assessment/facilities/> (last date accessed 10/22/03)

This document provides the methodology and results of an assessment process used by Amherst College Library to use the ACRL college library standards to assess their college library buildings.

Frary, Robert B. A Brief Guide to Questionnaire Development. Office of Measurement and Research Service, Virginia Polytechnic Institute and State University
<http://ericae.net/ft/tamu/vpiques3.htm> (last date accessed 11/25/03)

National Service-Learning Clearinghouse. *Tools and Methods in Evaluating Service-*

Learning in Higher Education. Source: Community-Campus Partnerships for Health, May 2002
<http://www.servicelearning.org/article/archive/115/> (last date accessed 10/22/03)

From introduction: As with any pedagogy and/or program, a variety of tools and methods can be used to evaluate service-learning. What follows are a discussion of issues to consider, a summary of websites, and a list of publications that provide background, tools, and resources. Remember, new tools and resources are being developed all of the time-use the resources below to get started and check your favorites for updates on a regular basis.

Manfreda, Katja Lozar et al. *Design of Web Survey Questionnaires: Three Basic Experiments*. 7 *Journal of Computer-Mediated Communication* (no page) (April 2002).
<http://www.ascusc.org/jcmc/vol7/issue3/vehovar.html> (last date accessed 11/25/03)

Despite increased use of Web surveys, relatively little is known about standards for designing Web questionnaires. Since there is no help from an interviewer for the respondent taking a Web survey, the design of self-administered Web questionnaires is even more important in order to achieve high data quality. Question wording, form and graphic layout of the questionnaire are particularly important. This paper presents some basic experiments to address these issues: one vs. multiple-page design, use of logotypes, and survey topic. The research was performed within the national RIS – Research on Internet in Slovenia - project (<http://www.ris.org>) in extensive testing since 1996.

Sheehan, Kim Bartel. *E-mail Survey Response Rates: A Review*. 6 *Journal of Computer-Mediated Communication* (no page) (January 2001).
<http://www.ascusc.org/jcmc/vol6/issue2/sheehan.html> (last date accessed 10/22/03)

Electronic mail (e-mail) has been used to distribute surveys and collect data from online users for almost fifteen years. However, some have suggested that the use of e-mail is becoming obsolete. This study analyzes response rates to e-mail surveys undertaken since 1986 and examines five influences to response rates: the year the study was undertaken, the number of questions in the survey, the number of pre-notification contacts, the number of follow-up contacts and survey topic salience. Response rates to e-mail surveys have significantly decreased since 1986. Correlation and regression analyses suggest that year that the survey was undertaken and number of follow-up contacts had the most influence on response rates. A discussion of other influences and future research into this area is provided.

Social Science Information Gateway: Guide to Questionnaires and Surveys
<http://www.sosig.ac.uk/roads/cgi-bin/tempbyhand.pl?query=958384292-351&database=sosigv3> (last date accessed 10/22/03)

This site has been set up and is maintained by Frederic D'Astous. It was originally available in French only but now has an English language page. The web site is concerned with all aspects of creating and using questionnaires and surveys. The articles are available on their own page when first published, as new articles are added the older ones are archived into one of five categories. These categories are attitude and ethics, behavior of groups and populations, data collection, lists and sampling. All current articles are available in both French and English but some older articles may be available in French only.

The Survey System

<http://www.surveysystem.com/sdesign.htm> (last date accessed 10/22/03)

This is the Survey Design chapter from The Survey System's Tutorial, revised June, 2003. This chapter is intended primarily for those who are new to survey research. It discusses options and provides suggestions on how to design and conduct a successful survey project. It does not provide instruction on using specific parts of The Survey System, although it mentions parts of the program that can help you with certain tasks. It is reproduced here as a service to the research community.