



# Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method

By Don A. Dillman, Jolene D. Smyth, Leah Melani Christian

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## Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method

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**The classic survey design reference, updated for the digital age**

For over two decades, Dillman's classic text on survey design has aided both students and professionals in effectively planning and conducting mail, telephone, and, more recently, Internet surveys. The new edition is thoroughly updated and revised, and covers all aspects of survey research. It features expanded coverage of mobile phones, tablets, and the use of do-it-yourself surveys, and Dillman's unique Tailored Design Method is also thoroughly explained. This invaluable resource is crucial for any researcher seeking to increase response rates and obtain high-quality feedback from survey questions. Consistent with current emphasis on the visual and aural, the new edition is complemented by copious examples within the text and accompanying website.

This heavily revised *Fourth Edition* includes:

- Strategies and tactics for determining the needs of a given survey, how to design it, and how to effectively administer it
- How and when to use mail, telephone, and Internet surveys to maximum advantage
- Proven techniques to increase response rates
- Guidance on how to obtain high-quality feedback from mail, electronic, and other self-administered surveys
- Direction on how to construct effective questionnaires, including considerations of layout
- The effects of sponsorship on the response rates of surveys
- Use of capabilities provided by newly mass-used media: interactivity, presentation of aural and visual stimuli.
- The *Fourth Edition* reintroduces the telephone—including coordinating land and mobile.

Grounded in the best research, the book offers practical how-to guidelines and detailed examples for practitioners and students alike.

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### Editorial Review

#### From the Back Cover

*“[This] is a great book. It is authoritative, engaging, easy to read, well integrated, and yet is specific enough to serve as a ‘how-to’ manual for beginning researchers. Moreover, it is grounded in current literature, based on original and integrative theory, and is very up-to-date.”*

—Thomas M. Guterbock, University of Virginia

#### Invaluable to any researcher seeking quality feedback from survey questions

This update of the classic text on survey design enables researchers to apply tried-and-true methodologies across multiple channels for the best possible response rates and most insightful feedback. At the center of this resource is the concept of tailored design, which strives to make surveys attractive and relevant while minimizing the burden on respondents. For students and professionals alike, This book offers the guidance necessary for conducting surveys via traditional paper and mail, but also includes information for the digital age with mobile devices, tablets, and online tools.

With detailed case studies that take the content from theory to practice, this *Fourth Edition* provides detailed instruction on the latest survey design concepts. Learn:

- Strategies and tactics for determining the needs of a given survey, how to design it, and how to effectively administer it
- How and when to use mail, telephone, and Internet surveys to your maximum advantage
- Proven techniques to increase response rates
- The best way to obtain high-quality feedback from mail, electronic, and other self-administered surveys
- From a companion website with additional examples of questionnaires and contact materials from multiple surveys as well as other tools to help researchers design quality surveys

For more than two decades, the previous editions of this book have defined excellence in terms of designing and administering research. This *Fourth Edition* builds upon that reputation with updated tools and strategies to help researchers generate useful.

#### About the Author

**Don A. Dillman, PhD**, is Regents’ Professor in the Department of Sociology and the Social and Economic Sciences Research Center at Washington State University. He received the Roger Herriot Award for Innovation in Federal Statistics from the American Statistical Association and the Washington Statistical Society in 2000.

**Jolene D. Smyth, PhD**, is an associate professor in the Survey Research and Methodology Program and the Department of Sociology and is the Director of the Bureau of Social Research at the University of Nebraska-Lincoln.

**Leah Melani Christian, PhD**, is a Director in Research Methods at Nielsen where her work focuses on panel recruitment and maintenance.

## **Users Review**

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#### **Ralph Ainsworth:**

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