

How to Conduct Self-Administered and Mail Surveys

The authors of this volume show how to: develop questions and format a user-friendly questionnaire; pretest, pilot test and revise questionnaires; and write advance and cover letters that motivate and increase response rates. They describe follow-up procedures for nonrespondents from tracking to amount and timing of follow-ups, and demonstrate how to estimate personnel requirements and the costs of a self-administered or mailed survey. Also discussed is how to process, edit and code questionnaires, as well as keep records and fully document the development and administration of the questionnaire and the data collected with it.

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