



# Improving Survey Questions: Design and Evaluation (Applied Social Research Methods)

By Floyd J. Fowler

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What is a good question? Although there are several potential sources for error in survey data, the validity of surveys is dependent upon the design of the question asked. This invaluable book shows how to word and format questions that will evoke the kind of answers for which they are designed and how to evaluate empirically survey questions. In addition, the book covers how to write good questions aimed at collecting information about objective facts and events, measuring subjective phenomena, some alternative methods for attacking common measurement problems, how to evaluate the extent to which questions are consistently understood and administered, and how to evaluate the data resulting from a set of questions.

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### Editorial Review

#### About the Author

**Floyd J. Fowler, Jr.** is a graduate of Wesleyan University and received a PhD from the University of Michigan in 1966. A Senior Research Fellow at the Center for Survey Research at the University of Massachusetts Boston since 1971, he was Director of the Center for 14 years. Dr. Fowler is the author or co-author of four textbooks on survey methods, including *Survey Research Methods*, *Improving Survey Questions*, *Standardized Survey Interviewing* (with Mangione), and *Survey Methodology* (with Groves, Couper, Lepkowski, et. al), as well as numerous research papers and monographs. His recent work has focused on studies of question design and evaluation techniques and applying survey methods to studies of medical care.

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