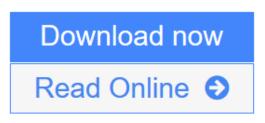


# **Advances in Telephone Survey Methodology**

James M. Lepkowski, Clyde Tucker, J. Michael Brick, Edith D. De Leeuw, Lilli Japec, Paul J. Lavrakas, Michael W. Link, Roberta L. Sangster



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Advances in Telephone Survey Methodology James M. Lepkowski, Clyde Tucker, J. Michael Brick, Edith D. De Leeuw, Lilli Japec, Paul J. Lavrakas, Michael W. Link, Roberta L. Sangster A complete and comprehensive collaboration providing insight on future approaches to telephone survey methodology

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Seventy—five prominent international researchers and practitioners from government, academic, and private sectors have collaborated on this pioneering volume to discuss basic survey techniques and introduce the future directions of the telephone survey. Concepts and findings are organized in four parts—sampling and estimation, data collection, operations, and nonresponse—equipping the reader with the needed practical applications to approach issues such as choice of target population, sample design, questionnaire construction, interviewing training, and measurement error. The book also introduces important topics that have been overlooked in previous literature, including:

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- The design and construction of questionnaires using Computer Assisted Telephone Interviewing (CATI) software
- The emerging use of wireless communication and Voice over Internet Protocol (VoIP) versus the telephone
- Methods for measuring and improving interviewer performance and productivity
- Privacy, confidentiality, and respondent burden as main factors in telephone survey nonresponse
- Procedures for the adjustment of nonresponse in telephone surveys
- In—depth reviews of the literature presented along with a full bibliography, assembled from references throughout the world

*Advances in Telephone Survey Methodology* is an indispensable reference for survey researchers and practitioners in almost any discipline involving research methods such as sociology, social psychology, survey methodology, and statistics. This book also serves as an excellent text for courses and seminars on survey methods at the undergraduate and graduate levels.

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