

Contents

Preface, ix

Introduction, xi

1 The layers of a questionnaire, 1

Layer 1—words, 1

Layer 2—questions, 5

Layer 3—format, 6

Layer 4—hypotheses, 8

The relationship between questionnaires and respondents, 9

2 What a questionnaire is and is not, 12

A questionnaire is a gestalt, 12

A questionnaire is not a place to cut the budget, 13

A questionnaire is not a political football, 14

A questionnaire is designed around systematic, theoretic principles, 16

A questionnaire is either descriptive or predictive, 16

A questionnaire should be accurate rather than precise, 18

**3 What is in people's minds,
and how do we find it?, 19**

Limitations of personality theory, 19

Limitations of attitude theory, 21

Problems of priorities among attitudes, 24

The relationship between attitudes and behavior, 24

Consciousness, a definition, 25

Questionnaires and consciousness, 28

Summary of behavior-predicting components, 32

*The environment: the surrounding situation
or structures, 32*

Respondent consciousness, 33

Behavior, 33

Knowledge, 34

4 Why do we need hypotheses?, 35

The role of hypotheses, 35

Research hypotheses, 37

Professional hypotheses, 40

Hypotheses prevent respondent abuse, 41

Hypotheses guide the client relationship, 42

5 How to develop hypotheses, 44

Use past research, 44

Draw upon your own experience, 45

Hypothesis development with clients, 47

Focus group interviewing, 54

Moderation techniques, 55

Respondent selection, 56

Selective nonresponse, 57

6 Questionnaire structure and respondent meaning, 59

The problem of attitudes, 59

What do my answers mean?, 60

Constructing the questionnaire, 62

7 The problem of consciousness, 65

Determining respondent consciousness, 65

Does the respondent know what he feels or believes?, 67

Is the respondent giving you a coherent picture?, 69

Logical inconsistencies as a reflection of a complex
respondent framework, 73

- 8 Structures and environment, 76**
The influence of structures, 76
Why are structures important?, 78
How I became aware of the importance of structures, 80
How to incorporate structures into questionnaire design, 83
- 9 Determining respondent knowledge, 87**
The effects of respondent knowledge on answers, 87
Personal knowledge, 88
Factual knowledge, 89
Computational knowledge, 92
- 10 The role of behavior, 95**
Behavior as a means of dealing with lack of consciousness, 95
Behavior versus socially acceptable answers, 100
Behavior as a means of defining sensitive problems, 102
Present behavior leads to similar future behavior, 103
Some behavior can falsify answers, 104
Behavior indicates what people know or don't know, 105
- 11 Gross versus cumulative definitions:
confirming the null hypothesis, 106**
- 12 Routing and leading the respondent, 115**
Routing the respondent, 116
 Routing to avoid refusals and terminations, 116
 Routing to identify specific subgroups, 118
 Routing to break up mind sets, 119
 Routing to avoid position effect, 121
Leading the respondent, 121
 Leading to determine the parameters of the issue, 125
- 13 Question formulation, 131**
Open-ended questions without precoded answer
categories, 132
 Uses of open-ended questions, 133
 Open-ended questions and complex issues, 134
 Measuring intensity of feeling, 135

Open-ended questions to define terms and identify lack of understanding, 137

Coding of open-ended questions, 137

Open-ended questions with precoded answers, 141

Closed questions, 143

Combining open and closed questions, 151

14 Question wording, 154

Single-issue questions, 154

Generic words, 157

Wording of open-ended questions, 160

15 Summary, 162

Sample questionnaire, 163

Hypotheses—goals of the study, 163

Formatting, 163

Question wording, 163

Bibliography, 176

Index, 179