

Survey Questions: Handcrafting the Standardized Questionnaire (Quantitative Applications in the Social Sciences)

By Jean M. Converse, Stanley Presser

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Editorial Review

About the Author
Stanley Presser is interested in the interface between social psychology and survey measurement. His research focuses on questionnaire design and testing, the accuracy of survey responses, nonresponse, and ethical issues stemming from the use of human subjects. His books include Questions and Answers in Attitude Surveys (with Howard Schuman), Survey Questions (with Jean Converse), and Survey Research Methods (with Eleanor Singer). In addition to being professor of sociology, he teaches in the Joint Program in Survey Methodology, which he founded in 1992 with colleagues at the University of Michigan and Westat, Inc. He has served as editor of Public Opinion Quarterly, was president of the American Association for Public Opinion Research, and is an elected fellow of the American Statistical Association. Presser was director of the Maryland Survey Research Center from 1989 to 2000.

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