

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

By Floyd J. Fowler

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<http://profitable-practice.softwareadvice.com/use-patient-satisfaction-surveys-to-improve-performance-0314/>

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Instrument Design and Development. Constructing Survey Questions (Research Methods Knowledge Base) Floyd J. 1995. Improving Survey Questions:

http://www.dism.ssri.duke.edu/question_design.php

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