



Constructing Effective Questionnaires

Robert A. Peterson

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Asking the right questions is at the heart of all successful survey research. This book is intended for all who commission, conduct, and evaluate research based on asking questions. Robert A. Peterson has spent 35 years creating and administering research questions and questionnaires. He has served as editor of the *Journal of Marketing Research* and is president-elect of the Academy of Marketing Science. This book offers his pragmatic perspective on questionnaire construction—one based on a balance of personal experience plus in-depth knowledge of the conceptual and methodological literature of the behavioral sciences. From specific question wording to overall questionnaire design, *Constructing Effective Questionnaires* offers a comprehensive guide to this critical element of survey research. Throughout the book, the author repeatedly stresses the importance of empirically testing and evaluating questions, to identify not only whether they work but also why they work. Both hands-on researchers and those who commission and consume questionnaire-based research will benefit from the wisdom in this book. Its multidisciplinary approach serves a wide range of behavioral disciplines, including marketing, management, psychology, sociology, political science, education, and public health.

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