



## How to Conduct Surveys: A Step-by-Step Guide

By Arlene G. Fink



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The **Fifth Edition** of Arlene Fink's best-selling **How to Conduct Surveys** guides readers through the process of developing their own rigorous surveys and evaluating the credibility of surveys created by others. Offering practical, step-by-step advice and written in the same clear and accessible style as her other works, author Arlene Fink centers her guidance on choosing the appropriate type of survey, writing survey questions and responses, formatting the survey, deciding on the characteristics and numbers of respondents to include, determining the frequency of surveying respondents, and analyzing and reporting the results. The **Fifth Edition** pays particular attention to the internet and online surveys, considering best practices and techniques for developing a thorough and effective survey.

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"The questionnaire design section contains many examples of how not to word questions. . . . The section on scaling is also useful and evaluators in education especially will find the summary of benefit. There is also a good section on types of evaluative research designs that might use surveys. Longitudinal surveys and normative designs are summarized concisely and clearly."

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#### About the Author

**Arlene Fink (PhD)** is Professor of Medicine and Public Health at the University of California, Los Angeles, and president of the Langley Research Institute. Her main interests include evaluation and survey research and the conduct of research literature reviews as well as the evaluation of their quality. Dr. Fink has conducted scores of evaluation studies in public health, medicine, and education. She is on the faculty of UCLA's Robert Wood Johnson Clinical Scholars Program and is a scientific and evaluation advisor to UCLA's Gambling Studies and IMPACT (Improving Access, Counseling & Treatment for Californians with Prostate Cancer) programs. She consults nationally and internationally for agencies such as L'institut de Promotion de la Prévention Secondaire en Addictologie (IPPSA) in Paris, France, and Peninsula Health in Victoria, Australia. Professor Fink has taught and lectured extensively all over the world and is the author of more than 130 peer-reviewed articles and 15 textbooks.

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