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Accuracy, reliability, verifiable and error-free results - these are the goals that anyone involved in survey interviewing desires. A practical guide to producing standardized - and reliable - interviews, this volume represents a blending of social science theories of interviewing dynamics, the authors' own extensive research on interview-related error and a compilation of research evidence from other prominent methodologists.

How to avoid errors, sampling design issues, question construction methods, supervision techniques, training methods and the organization of data collection staffs are all thoroughly examined. In addition, prescriptions for improving the quality of survey data results are clear and concise. Both students learning survey research methods for the first time and experienced, active researchers will find this volume indispensable.