IV. Bibliography

MARY A. SPAETH*

Recent Publications on Survey Research Techniques

This bibliography covers books and articles on survey research techniques published mainly in the period 1974–1976. It is not intended to be a comprehensive bibliography of all material related to survey research published during those years. Instead, it is a selection of that material. Selectivity was especially necessary for the data processing and analysis sections because the diversity of methods available and the number of publications discussing them preclude anything other than limited coverage.

The bibliography is organized according to the various stages involved in conducting a survey. First is a section on survey research techniques in general, followed by sections on specific areas in the field: sampling, questionnaire design, data collection (subdivided by method), interviewing, data reduction and processing, and analysis.

Copies of the publications should be obtained from the author, organization, or publisher cited. They are not available from JMR or the Survey Research Laboratory.

GENERAL


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SAMPLING


**QUESTIONNAIRE DESIGN**


**DATA COLLECTION**


Francis, Joe D. and Lawrence Busch. "What We Know about 'I Don't Knows'," *Public Opinion Quarterly*, 39 (Summer 1975), 207-18.


Houston, Michael J. and Seymour Sudman. "A Methodological Assessment of the Use of Key Informants," *Social Science Research*, 4 (June 1975), 151-64.


Administration, October 1975. 23pp.

Personal
Henson, Ramon. "Effects of Instructions and Verbal Modeling in a Survey Interviewing Setting," Social Science Research, 3 (December 1974), 323-42.

Telephone

Mail
Feld, Hubert S. "Effects of Sex of Investigator on Mail Survey Response Rates and Response Bias," Journal of Applied Psychology, 60 (December 1975), 772-3.

JOURNAL OF MARKETING RESEARCH, AUGUST 1977

Hensley, Wayne E. "Increasing Response Rate by Choice


Other


INTERVIEWING


An Invitation for Articles—Marketing Measurement

Marketing measurement will be the topic of a future issue of the JMR, with emphasis on reliability and validity. Two types of articles are sought:

—reviews of particular areas of reliability and/or validity assessment with direction for how techniques have been and could be used in practical marketing settings.
—reports of studies assessing reliability and/or validity of marketing measures; these articles should cover also the measurement issues in the substantive area.

Sample topics for both types of articles would be:

—psychographics
—advertising measurement
—consumer satisfaction measures
—brand loyalty measurement
—attitude measurement
—determination of new product adopter categories

The purpose of the issue will be to stimulate more and better reliability and validity assessment in marketing and, therefore, improved marketing measures.

Manuscripts and inquiries should be sent to the editor of the special issue: Professor Michael L. Ray, Graduate School of Business, Stanford University, Stanford, California 94305.