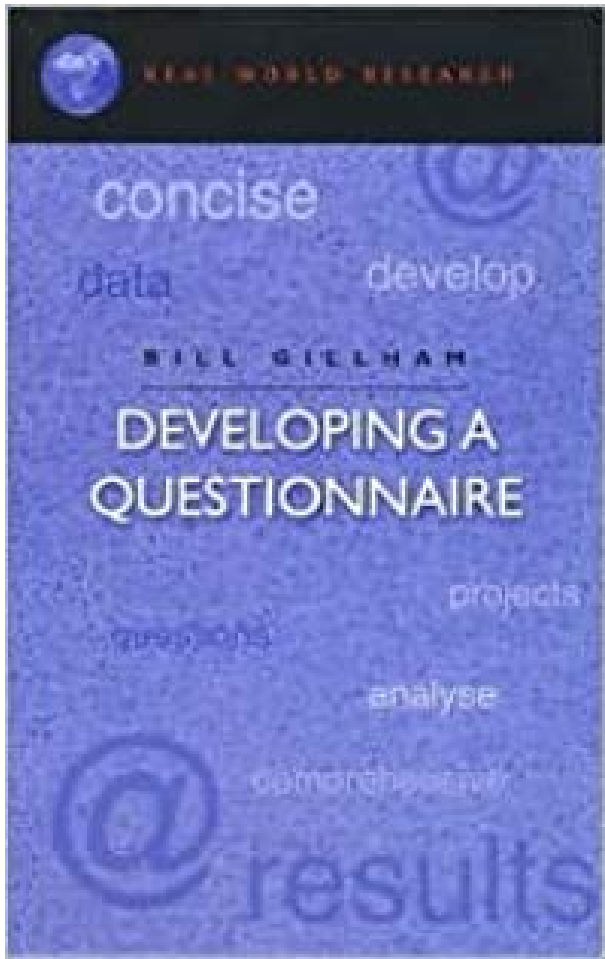


Developing a Questionnaire



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It is easy to construct a questionnaire. With word-processor it is possible to design one in a single evening. But developing a questionnaire that yields genuinely worthwhile data is much harder than one might think- and useful research does require worthwhile data. In *Developing a Questionnaire* Bill Gillham shows how, why and when to use questionnaires, how to analyze data, how to present results and how to relate questionnaires to other forms of research. *Developing a Questionnaire* provides a comprehensive guide to the successful design and implementation of questionnaires as a research method.