



Developing a Questionnaire (Real World Research)

By *Bill Gillham*



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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.

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About the Author

Bill Gillham is Honorary Senior Lecturer in the Department of Psychology at the University of Strathclyde, UK, and Visiting Professor at La Salle College of the Arts, Singapore.

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