

Reading Assignments for Visual Design Section

For February 7-9 Visual Design Papers

1. Dillman, Don A. 2000. Chapter 3. Constructing the Questionnaire.
2. Jenkins, Cleo R. and Don A. Dillman. 1997. "Chapter 7: Towards a Theory of Self-Administered Questionnaire Design." In L. Lyberg, P. Biemer, M. Collins, L. Decker, E. de Leeuw, C. Dippo, N. Schwarz, and D. Trewin (eds.), Survey Measurement and Process Quality. New York: Wiley-Interscience, pp. 165-196. (copies available in Wilson 204, Department of Sociology File Cabinet)
3. Redline, Cleo D. and Don A. Dillman. 2002. "The Influence of Alternative Visual Designs on Respondents' Performance with Branching Instructions in Self-Administered Questionnaires." In Groves, R., D. Dillman, J. Eltinge, and R. Little (eds.), Survey Nonresponse. New York: John Wiley. (copies available in Wilson 204, Department of Sociology File Cabinet)
4. Redline, Cleo D., Don A. Dillman, Araf Dajani, and Mary Ann Scaggs. 2003. "Improving Navigational Performance in U.S. Census 2000 By Altering the Visual Languages of Branching Instructions." Journal of Official Statistics 19(4): 403-420. (can be downloaded from: <http://www.jos.nu/>)
5. Christian, Leah and Don A. Dillman, 2004. "The Influence of Symbolic and Graphical Language Manipulations on Answers to Paper Self-Administered Questionnaires." Public Opinion Quarterly 68 (1): 57-80 (Sociology Department and my web site)
6. Tourangeau, Roger, Mick P. Couper, and Frederick Conrad. 2004. Spacing, Position, and Order: Interpretive Heuristics for Visual Features of Survey Questions. Public Opinion Quarterly 68 (3): 368-393.

February 14, 2007 Assignment ; Cognitive Interviews

7. Dillman, Don A. and Cleo D. Redline. 2004. "Testing Paper Self-Administered Questionnaires: Cognitive Interview and Field Test Comparisons." In Presser, Stanley, Jennifer M. Rothgeb, Mick P. Couper, Judith T. Lessler, Elizabeth Martin, Jean Martin and Eleanor Singer. Methods for Testing and Evaluating Survey Questionnaires. New York : Wiley-Interscience. Pp.299-317.

February 16, Advanced Visual Design and Usability

8. Dillman, Don A., Arina Gertseva and Taj Mahon-Haft. 2005. "Achieving Usability in Establishment Surveys Through the Application of Visual Design Principles." Journal of Official Statistics, 21(2): 183-214. . (can be downloaded from: <http://www.jos.nu/>)