

## Reading List Survey Methodology

### \*Book

#### Questionnaire Design (25)

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\*Groves, Robert M., Floyd J. Fowler, Mick P. Couper, James M. Lepkowski, Eleanor Singer and Roger Tourangeau. 2009. *Survey Methodology*. Hoboken: John Wiley and Sons.

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Michael, Robert T. and Colm A. O'Muircheartaigh. 2008. "Design Priorities and Disciplinary Perspectives: The Case of the U.S. National Children's Study." *Journal of the Royal Statistical Society, Series A* 171 (2): 465-480.

Murphy, Whitney and Colm O'Muircheartaigh. 2005. "Random Digit Dialing." In *Polling America: An Encyclopedia of Public Opinion*. Samuel J. Best and Benjamin Radcliff, 653-657. Westport, CT: Greenwood Press.

O'Muircheartaigh, Colm. 1999. "CASM [Cognitive Aspects of Survey Methodology]: Successes, Failures, and Potential." In *Cognition and Survey Research*, ed. Monroe G. Sirken, Douglas J. Herrmann, Susan Schechter, Norbert Schwarz, Judith M. Tanur, and Roger Tourangeau, 39-62. New York: John Wiley and Sons

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Verma, Vijay, Christopher Scott and Colm O'Muircheartaigh. 1980. "Sample Designs and Sampling Errors for the World Fertility Survey." *Journal of the Royal Statistical Society, Series A* 143 (4): 431-473.

### **Norman's Work (26)**

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- Tourangeau, Roger, Kenneth A. Rasinski, Norman Bradburn and Roy D'Andrade. 1989. "Carryover Effects in Attitude Surveys." *The Public Opinion Quarterly* 53 (4): 495-524.
- Tourangeau, Roger and Norman M. Bradburn. 2008. "The Psychology of Survey Response." In *The Handbook of Survey Research*, Revised Edition, ed. D. Wright and Peter V. Marsden. New York: Academic Press.