



# Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method

*Don A. Dillman, Jolene D. Smyth, Leah Melani Christian*

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- Proven techniques to increase response rates
- Guidance on how to obtain high-quality feedback from mail, electronic, and other self-administered surveys
- Direction on how to construct effective questionnaires, including considerations of layout
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