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## How to Design Surveys (Survey Kit, Vol 5)

*Arlene G. Fink*

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THE SURVEY KIT  
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HOW TO  
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**Arlene G. Fink : How to Design Surveys (Survey Kit, Vol 5)** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Design Surveys (Survey Kit, Vol 5):

How can a survey be designed more effectively? What is the purpose of the survey - to describe, compare or predict a response? By answering these questions through explanations and demonstrations, How to Design Surveys offers

guidelines for experimental designs of surveys, as well as of cross-sectional, cohort and case-control designs, and provides checklists of risks to avoid for internal and external validity.

About the Author Arlene Fink (PhD) is Professor of Medicine and Public Health at the University of California, Los Angeles, and president of the Langley Research Institute. Her main interests include evaluation and survey research and the conduct of research literature reviews as well as the evaluation of their quality. Dr. Fink has conducted scores of evaluation studies in public health, medicine, and education. She is on the faculty of UCLA's Robert Wood Johnson Clinical Scholars Program and is a scientific and evaluation advisor to UCLA's Gambling Studies and IMPACT (Improving Access, Counseling Treatment for Californians with Prostate Cancer) programs. She consults nationally and internationally for agencies such as L'institut de Promotion de la Prévention Secondaire en Addictologie (IPPSA) in Paris, France, and Peninsula Health in Victoria, Australia. Professor Fink has taught and lectured extensively all over the world and is the author of more than 130 peer-reviewed articles and 15 textbooks.