Making Surveys Work for Your Library: Guidance, Instructions, and Examples

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Making Surveys Work for Your Library: Guidance, Instructions, and Examples offers librarians a contemporary and practical approach to creating surveys that answer authentic questions about library users. Miller and Hinnant have experience designing, deploying, and analyzing quantitative and qualitative data from large-scale, web-based user surveys of library patrons as well as smaller survey instruments targeted to special populations. Here, they offer library professionals a guide to developing—and examples of—concise surveys that gather the data they need to make evidence-based decisions, define the scope of future research, and understand their patrons.