

# The SAGE Handbook of Survey Development and Application

Edited by  
Lucy R. Ford and Terri A. Scandura



## CALL FOR CHAPTERS

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This Handbook will cover the survey research process from start to finish, including both the development of new scales, and the adaptation or alteration of existing scales. Survey development encompasses a wide range of essential topics including conceptualization of constructs, development of operational definitions, construct mapping, item generation and survey construction, data collection methods, cross-cultural methods, and statistical techniques for the assessment of construct validity, to name just a few. This Handbook will include updates on these tools and will include information on deductive, inductive, and mixed methods. A unique feature of this Handbook is that it will address the challenges associated with publishing or presenting survey development work in academic and practitioner outlets. And finally, the last section of the Handbook will contain applications of the development of new measures as well modifications of existing methods to demonstrate best practices. Authors who are invited to write these chapters will agree to follow best practices guidelines in the development of their measures.

This handbook will be global and interdisciplinary in focus and inquiries are invited from scholars on all five continents, and in disciplines across the social sciences. It is intended as a one-stop resource for all social scientists interested in conducting survey research.

The Handbook will be divided into several parts, each with 4 to 6 chapters, of approximately 7500 words each:

### Part 1: Conceptual Issues and Operational Definition

This part aims to lay out the conceptual and theoretical issues at stake in the development of surveys. This begins with theoretical conceptualization prior to making any decisions about research design, or the generation of the survey.

### Part 2: Research Design Considerations

This part is intended to provide an overview of various research design considerations. This includes but is not limited to the methodological reasoning for survey research, ethics, sampling considerations, inductive approaches, and recent methodological choices such as textual data analysis and QCA.

### Part 3: Item Development

Included in this part are such things as the mechanics of item generation, concerns around respondent miscomprehension of survey items and/or careless responding, response scales used to measure the construct, and whether or not formative or reflective indicators are used. In addition, this section will include discussion of item development considerations for trans-national and cross-cultural surveys.

#### Part 4: Scale Improvement Methods

This part will cover existing methods scale improvement methods that are well-known (including such fundamental concepts as reliability and validity) but not always used well, and newly emerging methods.

#### Part 5: Data collection methods

In this part, methods of collecting survey data will be covered. Traditionally, surveys were collected using pencil-and-paper, telephone, in person, and internet-based forms. In recent years, more innovative methods using such things as digital technology and paid labor pools are increasingly used and create new dilemmas for the survey researcher.

#### PART 6: Data Management and Analysis

This part is intended to help the researcher get their data ready for statistical analysis and hypothesis testing. Historically scholars have learned how to do much of this through trial and error, as it is often given little to no coverage. Topics would include such subjects as data cleaning, combining multi-source data, dealing with outliers, preparing textual data, and more.

#### Part 7: Research production and dissemination

In this part, chapters will focus on dissemination of scale development research, including publication in academic and practitioner outlets, scholarly data sharing, and data visualization

#### Part 9: Applications

Each chapter in this part will report on a scale development (or re-development) project that has been conducted using a defined set of best practices (to be provided to authors by the editors). It is intended that this part of the Handbook will provide well-conducted exemplars for scholars developing their own scales, or redeveloping existing ones.

#### Guidelines

Please send an email to the editors at [Sage.Hdbk.Survey.Dev@gmail.com](mailto:Sage.Hdbk.Survey.Dev@gmail.com) and include:

- Proposed title
- A brief explanation of which part (as laid out above) your chapter would fit into
- A 100-word abstract

#### Timeline

- Inquiries as noted above will be evaluated on a rolling basis. If you are invited to submit a formal proposal (extended abstract), it will be due Jan 15<sup>th</sup>, 2021.
- Notification of acceptance / rejection of chapter proposals by April 1<sup>st</sup>, 2021.
- Submission of first draft of chapter August 1<sup>st</sup>, 2021
- Review feedback returned to authors January 1<sup>st</sup> 2022
- Final version of chapter due April 1<sup>st</sup> 2022
- Publication date April 2023

***All inquiries about the Handbook should be directed to the editors at [Sage.Hdbk.Survey.Dev@gmail.com](mailto:Sage.Hdbk.Survey.Dev@gmail.com)***