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This book is dedicated with love to Kimi.

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Preface

Using Surveys in Language Programs arose out of a need that has existed for years. In teaching curriculum and research design courses, in serving as an administrator of English as a Second Language/English as a Foreign Language (ESL/EFL) programs, and in consulting on curriculum development and research projects in various EFL/ESL programs, I have found myself repeatedly explaining the basics of survey research for both curriculum development and research purposes: how to plan a survey project, how to create sound interview or questionnaire instruments, how to gather and compile the survey data, how to analyze the data quantitatively and qualitatively, and how to report the results. Over time, my reading, thinking, explaining, and hands-on experience with these topics converged into the material of this book.

Using Surveys in Language Programs consists of six chapters, which correspond to the topics that I have found the most useful for language teachers:

1. Planning a survey project
2. Designing a survey instrument
3. Gathering and compiling survey data
4. Analyzing survey data statistically
5. Analyzing survey data qualitatively
6. Reporting on a survey project

I chose this organizational structure because planning, designing, gathering, compiling, analyzing, and reporting are the steps that I have most often found necessary in carrying out survey projects. Each of the six chapters contains extensive examples drawn from my experience in survey development and use as an ESL teacher, professor, administrator, and researcher.

Using Surveys in Language Programs presents a comprehensive, but practical, overview of the different phases and activities involved in developing and implementing sound, rational, and effective survey projects. I tailored the explanations to be useful for graduate students, language teachers, administrators, and researchers. As such, I present both the theoretical and the practical issues involved in survey design in digestible chunks. And, I explain all concepts in a step-by-step recipe manner, with many examples and checklists throughout the discussions. Each chapter

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also includes a summary, suggestions for further reading, a list of important terms, review questions, and application exercises, all of which should make the survey design concepts more meaningful.

In short, I wrote this book to help you do whatever survey research is important in your particular language teaching situation. I will have succeeded only if you actually apply what you learn here to solving some of the many problems you face as a language teaching professional.

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