



# Questionnaires and Inventories: Surveying Opinions and Assessing Personality

*Lewis R. Aiken*

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## **Questionnaires and Inventories: Surveying Opinions and Assessing Personality** Lewis R. Aiken

Professionals in diverse disciplines such as psychology, sociology, business, market research, and law rely on questionnaires, rating scales, and personality inventories for data collection and decision-making. This concise handbook covers the theory and "how-to" of designing and using questionnaires and inventories.

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