

Putting you in touch with your future

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Learning together is our simple philosophy – and although we have been around for over half-a-century, we believe we are never too old to learn more, especially from our customers.

Our investment in working closely with customers, integrating language learning methodology and the latest technology, gives us the experience and knowledge to design solutions to teaching challenges.

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That is why Tandberg's quality products – from classroom recorders and satellite systems to multimedia language laboratories – not only enhance teaching methods and accommodate change, but also make a sound investment.

Backed by our own customer service team, it is not surprising to learn that today we are a worldwide organisation with more language training positions in use – in more creative ways, in more countries – than any other manufacturer.

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Anglais langue étrangère Englisch als Fremdsprache
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REVIEWS! SYLVIA CHALKER

DIY for DoS's

Bryan Robinson

Questionnaire Design, Interviewing and Attitude Measurement A.N. Oppenheim *Pinter Publishers* Second (revised and enlarged) edition 1992 hb £39.95 pb £14.99

Do you approve or disapprove of people that go to football matches?

1. Yes 2. No

Please comment on why:

Asking an unanswerable question like this is something we do more often than we think. And in an EFL world which is becoming increasingly competitive, and professional, the way you ask questions is no longer just a key part of pre-service training courses.

Nowadays, Directors of Studies need to be scientific in their approach to "finding out what the customers think". And, along with teachers involved in developing their professional competence through in-class Action Research projects, they need to look outside the EFL book-

market to find resources which have been tried and tested in other disciplines. *Questionnaire Design...* is just such a resource. This book is aimed at a wide public, and its virtue is that it gives a clear, practical guide to survey planning and methods.

The author, Dr Oppenheim, has based this book on his experience teaching research methods to social psychology students at the London School of Economics. This means that the range of applications for the work as presented is vast; it is aimed at social workers, medical researchers, and opinion pollsters, as well as teachers. Consequently, the examples he gives are genuinely of general interest, and not over-specific.

The first four chapters, dealing with survey design in general and with the vital

need to carry out pilot work, are extremely important. How often do we carry out surveys and fail to get any kind of conclusive results from them because the questionnaires haven't been pre-tested? And how many DoS's (or even worldwide councils

and institutions,) have "knocked off" a questionnaire to give to students without really knowing what they wanted to find out from it?

Dr Oppenheim presents the reader with specific sections dealing with questionnaire planning, question wording and interview techniques. Basic rules about wording are clearly laid out, as are the pros and cons of using open or closed questions; the importance of the order in which questions are presented, and the concept of modules of questions to ensure respondents are adequately prepared to answer particular questions.

In interviewing, the difficulties arising from unconscious bias, and the subject of group interviews are also touched on. Throughout the book there are "Workshops" for the active reader to puzzle over. And everything is amply supported by annotated lists of readings.

Finally, for those who can cope with it, there is a chapter on Statistical Analysis. I confess that much of this is beyond me: but it is important to know how to interpret your data once you've got it!

Two characteristics of the EFL scene of the 1990s which are clear are the constantly changing and expanding role of the DoS, and the value of providing senior, experienced teachers with encouragement and professional motivation.

This highly readable and practical volume is one which seems essential both as a tool for DoS self-improvement, and as a stimulus to Teacher Development both with and without capital letters.

Bryan Robinson teaches at the School of Translators and Interpreters, University of Granada, Spain.



Staying airborne

Julia Hubert

students of agriculture for example, among the source

Skim and scan