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Handbook of Survey Research

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Handbook of Survey Research

Handbook of Survey Research
Handbook of Survey Research provides an introduction to the theory and practice of sample survey research. It addresses both the student who desires to master these topics and the practicing survey researcher who needs a source that codifies, rationalizes, and presents existing theory and practice.
The handbook can be organized into three major parts. Part 1 sets forth the basic theoretical issues involved in sampling, measurement, and management of survey organizations. Part 2 deals mainly with ""hands-on,"" how-to-do-it issues: how to draw theoretically acceptable samples, how to write questionnaires, how to combine responses into appropriate scales and indices, how to avoid response effects and measurement errors, how actually to go about gathering survey data, how to avoid missing data (and what to do when you cannot), and other topics of a similar nature. Part 3 considers the analysis of survey data, with separate chapters for each of the three major multivariate analysis modes and one chapter on the uses of surveys in monitoring overtime trends.
This handbook will be valuable both to advanced students and to practicing survey researchers seeking a detailed guide to the major issues in the design and analysis of sample surveys and to current state of the art practices in sample surveys.

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