

Survey Research



Survey Research Methods

Paul J. Lavrakas



Survey Research Methods:

Survey Research Methods Floyd J. Fowler, 2009 Providing a compact yet comprehensive coverage of survey research this is an ideal companion or beginning text

Encyclopedia of Survey Research Methods Paul J. Lavrakas, 2008-09-12 In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor the Encyclopedia of Survey Research Methods presents state of the art information and methodological examples from the field of survey research Although there are other how to guides and references texts on survey research none is as comprehensive as this Encyclopedia and none presents the material in such a focused and approachable manner With more than 600 entries this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost benefit standpoint

Survey Research Methods Floyd J. Fowler, 2002 Preface 1 Introduction Reasons for Surveys The Components of Surveys Purposes and Goals of This Text 2 Sampling The Sample Frame Selecting a One Stage Sample Multistage Sampling Making Estimates From Samples and Sampling Errors How Big Should a Sample Be Sampling Error as a Component of Total Survey Error Exercise 3 Nonresponse Implementing a Sample Design Calculating Response Rates Bias Associated With Nonresponse Reducing Nonresponse in Telephone or Personal Interview Surveys Reducing Nonresponse to Mail Surveys Reducing Nonresponse to Internet Surveys Multimode Data Collection Correcting for Nonresponse Nonprobability or Modified Probability Samples Nonresponse as a Source of Error Exercise 4 Methods of Data Collection Major Issues in Choosing a Strategy Summary Comparison of Methods Conclusion Exercise 5 Designing Questions to Be Good Measures Increasing the Reliability of Answers Avoiding Multiple Questions Types of Measures Types of Questions Increasing the Validity of Factual Reporting Increasing the Validity of Answers Describing Subjective States Question Design and Error Exercises 6 Evaluating Survey Questions and Instruments Defining Objectives Preliminary Question Design Steps Presurvey Evaluation Design Format and Layout of Survey Instruments Field Pretests Survey Instrument Length Conclusion Exercise 7 Survey Interviewing Overview of Interviewer Job Interviewer Recruitment and Selection Training Interviewers Supervision Survey Questions Interviewing Procedures Validation of Interviews The Role of Interviewing in Survey Error Exercise 8 Preparing Survey Data for Analysis Formatting a Data File Constructing a Code Approaches to Coding and Data Entry Data Cleaning Coding and Data Reduction as Sources of Errors in Surveys 9 Ethical Issues in Survey Research Informing Respondents Protecting Respondents Benefits to Respondents Ethical Responsibilities to Interviewers Conclusion 10 Providing Information About Survey Methods Exercise 11 Survey Error in Perspective The Concept of Total Survey Design Error in Perspective Conclusion References Index About the Author

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Survey Research Methods Eleanor Singer, Stanley Presser, 1989

Survey Research Practice Gerald Hoinville, Roger Jowell, 1978

Improving Survey Methods Uwe Engel, Ben Jann, Peter Lynn, Annette Scherpenzeel, Patrick Sturgis, 2014-09-18 This state of the art volume provides insight into the recent developments in survey research It covers

topics like survey modes and response effects bio indicators and paradata interviewer and survey error mixed mode panels sensitive questions conducting web surveys and access panels coping with non response and handling missing data The authors are leading scientists in the field and discuss the latest methods and challenges with respect to these topics Each of the book s eight parts starts with a brief chapter that provides an historical context along with an overview of today s most critical survey methods Chapters in the sections focus on research applications in practice and discuss results from field studies As such the book will help researchers design surveys according to today s best practices The book s website www.surveymethodology.de provides additional information statistical analyses tables and figures An indispensable reference for practicing researchers and methodologists or any professional who uses surveys in their work this book also serves as a supplement for graduate or upper level undergraduate courses on survey methods taught in psychology sociology education economics and business Although the book focuses on European findings all of the research is discussed with reference to the entire survey methodology area including the US As such the insights in this book will apply to surveys conducted around the world *Proceedings of the Section on Survey Research Methods* ,1980 *Encyclopedia of Survey Research Methods* Paul J. Lavrakas, *SURVEY RESEARCH METHODS* .,2003

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