Designing Surveys

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Addresses the methodology of Internet surveys, including a summary of experiences and practices to date, and how Internet surveys interface with more traditional methods

Analyzes the changes in telephone survey design and data collection procedures due to rising nonresponse rates as well as call screening and other technologies

Explores the increased use of Web sites and package programs for variance estimation, data analysis, and data dissemination

Provides expanded material on behavior coding, cognitive interviewing, and the implications for pretesting practices

Includes an updated and expanded bibliography and glossary

作者介绍:

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标签

方法论

评论

书评