Designing Surveys

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著者:Czaja, Ronald/ Blair, Johnny

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The technologies used to conduct surveys have changed dramatically since the mid-90s when the First Edition appeared. The Second Edition takes into account these changes, building on the material provided in the original book. The result is an accurate account of how modern survey research is actually conducted, compiled with the needs and goals of the novice researcher in mind. It presents the design and conduct of a survey as a process of closely related decision points, the goal of which is to make optimum use of resources that are typically very limited, while ensuring that the final product - the data - is of high reliability and validity.This book features: a comprehensive section on internet surveys, their methodology, summary of experiences and practices to date and how internet surveys interface with more traditional methods; changes in telephone survey design and data collection procedures due to rising nonresponse rates (this will include combined methods of data collection and the use of respondent incentives) and call screening (and other) technologies; and, the increase use of web sites and package programs for variance estimation, data analysis and data dissemination.

作者介绍:

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标签

评论

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