

Handbook of Survey Research



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"The Handbook of Survey Research, Second Edition" builds on its widely-recognized 1983 predecessor by updating its previous historical account of the development of survey research and the evolution of social science before going on to examine new and expanded usages of survey research during the past half century. Editors Peter Marsden (Harvard University) and James D. Wright (University of Central Florida), long-time editor of Elsevier's Social Science Research, have created an authoritative reference book and an excellent starting point for anyone requiring a broad examination of the field. Detailed chapters include: sampling; measurement; questionnaire construction and question writing; survey implementation and management; survey data analysis; special types of surveys; and integrating surveys with other data collection methods. This handbook is distinguished from other texts by its greater comprehensiveness and depth of coverage including topics such as measurement models, the role of cognitive psychology, surveying networks, and cross-national/cross-cultural surveys. Timely and relevant it includes materials that are only now becoming highly influential topics.

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