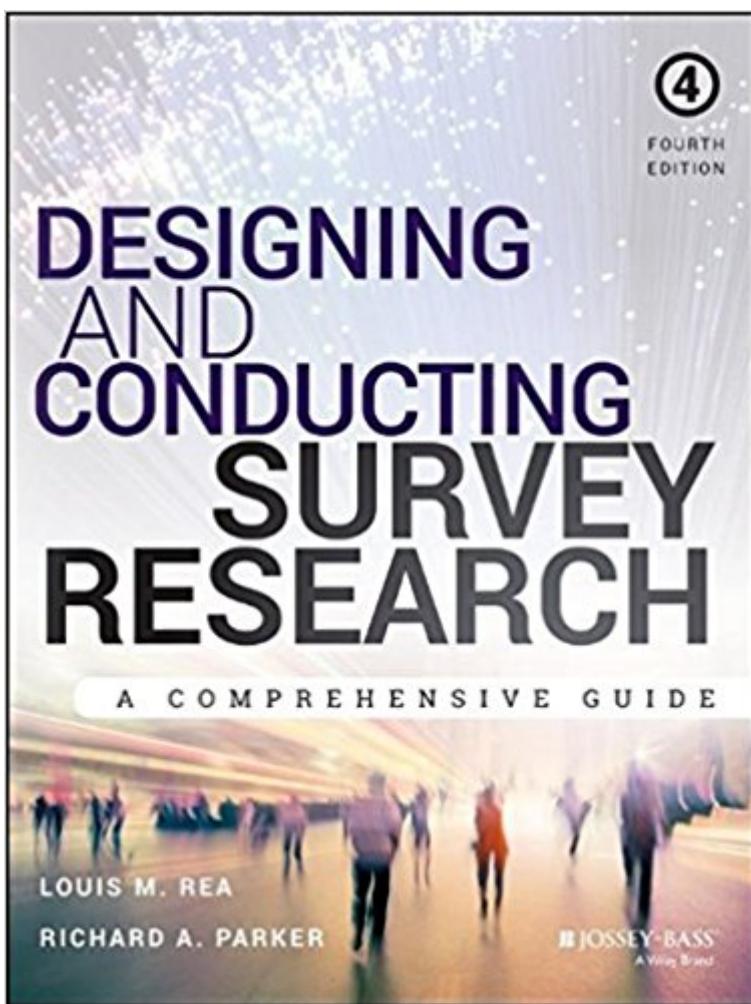


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Designing And Conducting Survey Research: A Comprehensive Guide



Synopsis

The industry standard guide, updated with new ideas and SPSS analysis techniques Designing and Conducting Survey Research: A Comprehensive Guide Fourth Edition is the industry standard resource that covers all major components of the survey process, updated to include new data analysis techniques and SPSS procedures with sample data sets online. The book offers practical, actionable guidance on constructing the instrument, administrating the process, and analyzing and reporting the results, providing extensive examples and worksheets that demonstrate the appropriate use of survey and data techniques. By clarifying complex statistical concepts and modern analysis methods, this guide enables readers to conduct a survey research project from initial focus concept to the final report. Public and nonprofit managers with survey research responsibilities need to stay up-to-date on the latest methods, techniques, and best practices for optimal data collection, analysis, and reporting. Designing and Conducting Survey Research is a complete resource, answering the "what", "why", and "how" every step of the way, and providing the latest information about technological advancements in data analysis. The updated fourth edition contains step-by-step SPSS data entry and analysis procedures, as well as SPSS examples throughout the text, using real data sets from real-world studies. Other new information includes topics like: Nonresponse error/bias Ethical concerns and special populations Cell phone samples in telephone surveys Subsample screening and complex skip patterns The fourth edition also contains new information on the growing importance of focus groups, and places a special emphasis on data quality including size and variability. Those who employ survey research methods will find that Designing and Conducting Survey Research contains all the information needed to better design, conduct, and analyze a more effective survey.

Book Information

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METHODOLOGICALLY SOUND SURVEY RESEARCH EXPLAINED IN ONE ACCESSIBLE VOLUME Since it was first published in 1992, *Designing and Conducting Survey Research* has become the standard reference in the field for public and nonprofit managers who are responsible for conducting effective and meaningful survey research. The authors have continually made revisions based on firsthand experience, ensuring that the methods described in this text are in line with the latest standards and organizational demands. This updated fourth edition builds on the first three editions, introducing step-by-step procedures for conducting data analysis with SPSS statistical software. New in this edition: Detailed examples from recent real-world research How-to instructions for implementing analysis with SPSS Updated ethical considerations for conducting survey research Guidelines for using cell phone samples and Internet surveys Full coverage of survey nonresponse error Tips for surveying special populations, including multicultural surveys and screening for subsamples *Designing and Conducting Survey Research* is a practical guide to conducting survey research. It comprehensively explains all major components of surveys, starting with developing questionnaires and progressing through preparation of the final report. Clear, concise, and accessible, this guide demystifies even complex statistical concepts, enabling you to conduct robust research with far-reaching results.

LOUIS M. REA is emeritus professor of city planning and former director of the School of Public Affairs at San Diego State University. He is an established survey research consultant to numerous municipal jurisdictions and private businesses and also has extensive experience as a researcher. Rea has taught graduate courses in statistical analysis, survey research, and topics in urban planning. RICHARD A. PARKER is emeritus professor in the School of Public Affairs at San Diego State University. He is also a market research and economic consultant to the public and private sectors. He specializes in survey research for housing, retail, commercial, water supply, and transportation development and is a widely published author of books and articles.

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