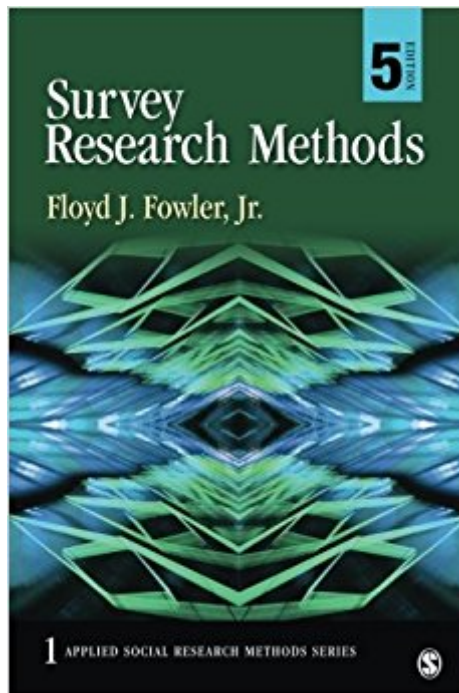




Ebook Directory
the best source of ebook

The book was found

Survey Research Methods (Applied Social Research Methods)



Synopsis

The Fifth Edition of Floyd J. Fowler Jr.'s bestselling *Survey Research Methods* presents the very latest methodological knowledge on surveys. Offering a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy, and credibility, the book guides readers through each step of the survey research process. This fully updated edition addresses the growth of the Internet for data collection and the subsequent rapid expansion of online survey usage, the precipitous drop in response rates for telephone surveys, the continued improvement in techniques for pre-survey evaluation of questions, and the growing role of individual cell phones in addition to—and often instead of—household landlines. Throughout the book, the author puts the profound changes taking place in the survey research world today into perspective, helping researchers learn how to best use new and traditional options for collecting data.

Book Information

Series: Applied Social Research Methods

Paperback: 184 pages

Publisher: SAGE Publications, Inc; 5 edition (September 18, 2013)

Language: English

ISBN-10: 1452259003

ISBN-13: 978-1452259000

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 17 customer reviews

Best Sellers Rank: #18,882 in Books (See Top 100 in Books) #15 in Books > Politics & Social Sciences > Social Sciences > Methodology #49 in Books > Politics & Social Sciences > Social Sciences > Research #108 in Books > Science & Math > Mathematics > Applied > Statistics

Customer Reviews

"It provides a concise overview of the entire survey research process and does so using clear and easy to understand language. *Survey Research Methods* is a well-packaged and valuable resource for researchers. It is well written and has many desirable features, particularly with respect to the intended audience" -- *Organizational Research Methods* "It provides a concise overview of the entire survey research process and does so using clear and easy to understand language. *Survey Research Methods* is a well-packaged and valuable resource for researchers. It is well written and has many desirable features, particularly with respect to the intended audience" -- *Organizational*

Research Methods" The text is clear, logical and straightforward. It provides extensive applied information, coupled with a good understanding of the rationale underlying survey construction." --Joseph Kush "[The book] is accessible enough for the masters students but theoretical enough for the doctoral students." --Claudette Peterson "Even students with very little background in research methods can follow this text easily." --Candan Duran-Aydintug "The greatest strength [of this book] is the articulation of the concept of total survey design and how the different components affect the credibility of the survey." --Gilbert Jacobs "The text is clear, logical and straightforward. It provides extensive applied information, coupled with a good understanding of the rationale underlying survey construction." ---Joseph Kush "[The book] is accessible enough for the masters students but theoretical enough for the doctoral students." --Claudette Peterson "Even students with very little background in research methods can follow this text easily." ---Candan Duran-Aydintug "The greatest strength [of this book] is the articulation of the concept of total survey design and how the different components affect the credibility of the survey." ---Gilbert Jacobs

"The text is clear, logical and straightforward. It provides extensive applied information, coupled with a good understanding of the rationale underlying survey construction." (Joseph Kush) "[The book] is accessible enough for the masters students but theoretical enough for the doctoral students." (Claudette Peterson) "Even students with very little background in research methods can follow this text easily." (Candan Duran-Aydintug) "The greatest strength [of this book] is the articulation of the concept of total survey design and how the different components affect the credibility of the survey." (Gilbert Jacobs)

Great!

As a beginning researcher, this book is just what I need! It provides great information, more in depth than your average research method books. I only wish the font is bigger so my eyes can have an easier time.

An excellent overview of survey methodology. Early chapters are very introductory (helpful for someone without an epidemiology or biostatistics background), but overall an excellent guide.

Having to take a survey course for my PhD. This book was great for not only using the basics but also learning advanced use of surveys both in and out of classroom use.

For a dissertation prep class. Easy to follow and easy to find information needed.

A very sensible and informative book

Easy to read and comprehensive

Was extremely helpful in my Dissertation process.

[Download to continue reading...](#)

Survey Research Methods (Applied Social Research Methods) Case Study Research: Design and Methods (Applied Social Research Methods) Counterfactuals and Causal Inference: Methods and Principles for Social Research (Analytical Methods for Social Research) Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Research Methods in Applied Linguistics: A Practical Resource (Research Methods in Linguistics) Essential Mathematics for Political and Social Research (Analytical Methods for Social Research) Essential Mathematics for Political and Social Research (Analytical Methods for Social Research) by Gill, Jeff published by Cambridge University Press (2006) Scale Development: Theory and Applications (Applied Social Research Methods) The SAGE Handbook of Applied Social Research Methods Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser Research Methods for Social Workers (8th Edition) (Merrill Social Work and Human Services) Research Methods for Social Work: Being Producers and Consumers of Research (Updated Edition) (2nd Edition) (Connecting Core Competencies) Mixed Methods Research: A Guide to the Field (Mixed Methods Research Series) Nursing Research: Methods and Critical Appraisal for Evidence-Based Practice, 8e (Nursing Research: Methods, Critical Appraisal & Utilization) Magill's Survey of Cinema: English Language Films 4 Vol set (Magill's Survey of Cinema - English Films (1st Series) , So4) History, Theme and Technique (Critical Survey of Graphic Novels) (Critical Survey (Salem Press)) Critical Survey of Graphic Novels: Manga: Print Purchase Includes Free Online Access (Critical Survey (Salem Press)) Teens & Suicide (Gallup Youth Survey: Major Issues and Trends) (Gallup Youth Survey: Major Issues and Trends (Mason Crest)) Ordnance Survey World Maps: Saint Lucia Sheet 4 (Worldmaps / Ordnance Survey)

Contact Us

DMCA

Privacy

FAQ & Help