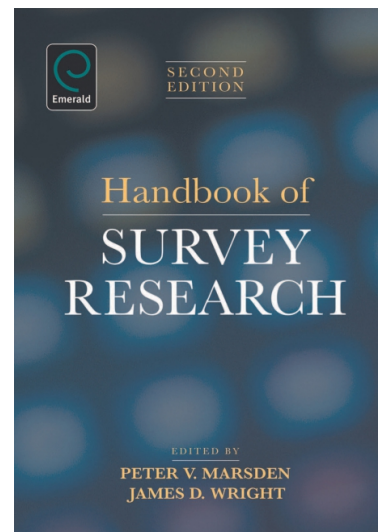


Handbook of Survey Research

Peter V. Marsden
James D. Wright

About the Book

"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.



Format: Hardback
Pagination: 903
Price: £91.99 \$165.99 €129.99
Publication Date:
28th Apr 2010
ISBN: 9781848552241

Enjoy 30% off this ebook with code **EME30** on ebooks.com or off the print book when placing an order via booksales@emerald.com and quoting the code **EME30**.