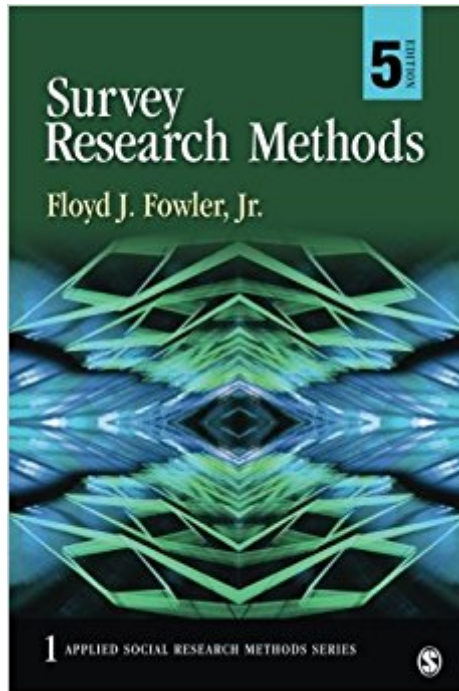




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Survey Research Methods (Applied Social Research Methods)



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

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"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*

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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.

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