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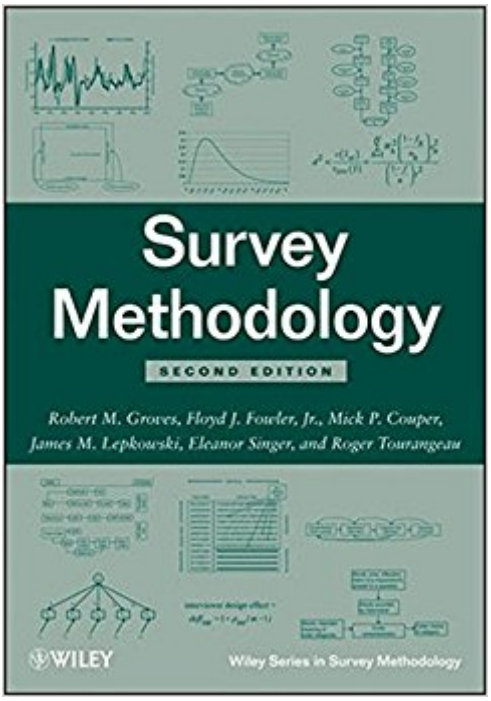
Survey Methodology



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Synopsis

Praise for the First Edition: "The book makes a valuable contribution by synthesizing current research and identifying areas for future investigation for each aspect of the survey process." â ”Journal of the American Statistical Association "Overall, the high quality of the text material is matched by the quality of writing . . ." â ”Public Opinion Quarterly ". . . it should find an audience everywhere surveys are being conducted." â ”Technometrics This new edition of Survey Methodology continues to provide a state-of-the-science presentation of essential survey methodology topics and techniques. The volume’s six world-renowned authors have updated this Second Edition to present newly emerging approaches to survey research and provide more comprehensive coverage of the major considerations in designing and conducting a sample survey. Key topics in survey methodology are clearly explained in the book’s chapters, with coverage including sampling frame evaluation, sample design, development of questionnaires, evaluation of questions, alternative modes of data collection, interviewing, nonresponse, post-collection processing of survey data, and practices for maintaining scientific integrity. Acknowledging the growing advances in research and technology, the Second Edition features: Updated explanations of sampling frame issues for mobile telephone and web surveys New scientific insight on the relationship between nonresponse rates and nonresponse errors Restructured discussion of ethical issues in survey research, emphasizing the growing research results on privacy, informed consent, and confidentiality issues The latest research findings on effective questionnaire development techniques The addition of 50% more exercises at the end of each chapter, illustrating basic principles of survey design An expanded FAQ chapter that addresses the concerns that accompany newly established methods Providing valuable and informative perspectives on the most modern methods in the field, Survey Methodology, Second Edition is an ideal book for survey research courses at the upper-undergraduate and graduate levels. It is also an indispensable reference for practicing survey methodologists and any professional who employs survey research methods.

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Customer Reviews

This is probably the most readable statistics book, I've read to date. I'm sure there were many rewrites in preparing this book because the authors have taken the time to figure out how to verbally explain mathematical subjects in detail. You have to respect their care in this regard. That doesn't mean you won't find any sigma notations in the math. It is real math. They just try to avoid compounding too many formulas together and they support them well with words.This doesn't cover the breadth of stat sampling techniques, you might find in the classics by Cochran, Kish, Thompson or Lohr but what it does cover, it takes the time to explain well. There are lot's of sidebar references to other authors and studies, which helps bring the subject to life.It's worth noting that this book is designed to serve the field of sociology, so there is a fair amount of info and discusion about field surveys, non-responses, ehtical issues in surveying, etc, which may not be of interest to the more general purpose reader. You should plan to skip around and unlike Cochran or Kish's sampling books, this book is fully conducive to a skip-around reading style. (If I hadn't skipped most of the stuff in the beginning, I would have found it a lot less interesting.)If you're breaking into statistical sampling, this would be a good place to start. It's not the only book I'd own, even in the beginning, but the care they give to explaining the core principles and bringing them to life with examples is a welcome support to the other books on your shelf. Even though they don't cover everything there are some areas where do go to some depth, and because of their clear style of writing, I'm still planning to read their description of "roh" and compare it with what I thought I learned from Cochran.

This is a textbook on survey methodology, written by a group of methodologists who specialize in it. It is an advanced text, intended for use with doctoral level research.The content is quite thorough. The reader is brought through the various methods used to construct and test the viability of a survey and examples from real life surveys are used to convey the messages. There are some advanced statistics discussed in here and there is an assumption that you will be somewhat literate in advanced statistics when reading.The reason I gave this book 3 stars is because the Kindle

version appears to have been formatted and edited by a chimpanzee. There are spaces in the middle of numerous words, especially the word "often" which really wrecks havoc when one is trying to comprehend the more advanced chapters. For the price, the publisher could have done a much better job. This is nothing against the authors who did well with the content. It’s not their fault that the electronic version was rushed.

Although the statistics in this book are a bit beyond my ken, the basic concepts of survey design including inference, measurement, survey error, target population, sampling frame, etcetera, are explained with crystal clear language and ample examples from actual research. In addition the introductory chapter provides background on the history of surveys and gives numerous case studies of various surveys and their purpose and how they were designed. Even though this book may not be complete in providing everything to be known about surveys, it is in fact a fabulous introduction to survey methods for those who are new to it.

This book covers the topic in meticulous detail. I’ve recently been tasked with creating a survey and ordered this book to self train in the topic. I also reviewed some of the academic literature in the field to get some more specialized/short pieces on the topic. This book offers fantastic coverage of the topic with clear examples of the most likely types of trouble you will encounter. The statistics is not too bad. I haven’t had a statistics class but 3 semesters of calculus, 3 semesters of applied math and a semester of statistical mechanics was more than sufficient preparation. The hard part was reading the book. The writing leans towards long & dry. The equations were quite the relief from the prose. So short and to the point.However, the most important element in the survey process was left out. Politics. There isn’t too much you can do when management from several levels above you, grabs hold of the process and offers a survey that fails to collect the right data, attempts make one question do the work of two or more, flat out asks the wrong question and throws in a few pointless questions for fun and giggles. Thank goodness a few of my suggested questions made it in unscathed and we have some interpretable and useful data.Some of the survey recipients are also co-workers and I was privileged to hear their opinion. They did not know which questions I’d written vs. the others. But as I named "their" questions vs. "my" questions, the questions were quickly sorted into "pointless" vs "knew their stuff’. I would like to give credit to this book and thanks to the authors for saving me from the scathing opinions flying during that meeting.And now it is up to me to draw up some conclusions and write a believable report using this mess of....data.

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