



Survey Methodology (Wiley Series in Survey Methodology)

Robert M. Groves, Floyd J. Fowler Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau

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This is an accessible introduction to the science and application of sample surveys. Over the past two decades, survey research has evolved significantly. "Survey Methodology" describes the basic principles of survey design discovered in methodological research over recent years and offers guidance for making successful decisions in the design and execution of high quality surveys. Written by six nationally recognized experts in the field, this book covers the major considerations in designing and conducting a sample survey. Topical, accessible, and succinct, this book represents the state of the science in survey methodology. Employing the "total survey error" paradigm as an organizing framework, it merges the science of surveys with state-of-the-art practices. End-of-chapter terms, references, and exercises enhance its value as a reference for practitioners and as a text for advanced students.

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