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| Descrizione fisica      | 1 online resource (393 p.)  |
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| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references and index.  |
| Nota di contenuto       | CONSTRUCTING SURVEY DATA COVER; CONSTRUCTING SURVEY DATA;<br>BRIEF CONTENTS; CONTENTS; ABOUT THE AUTHORS;<br>ACKNOWLEDGEMENTS; INTRODUCTION: RESCUING THE SURVEY FROM<br>THE SURVEYISTS; PART I: THE CONTEXT; CHAPTER 1: SURVEYING THE<br>SURVEY: BACK TO THE PAST; CHAPTER 2: BACK TO THE 'GOLDEN AGE':<br>TOWARDS A MULTILEVEL INTEGRATED SURVEY APPROACH; PART II:<br>FROM QUESTIONS TO ANSWERS; CHAPTER 3: THE ANSWERING PROCESS;<br>CHAPTER 4: ASKING AND QUESTIONING; CHAPTER 5: ANSWERS:<br>COGNITIVE PROCESSES; CHAPTER 6: COMMUNICATIVE PROCESSES;<br>CHAPTER 7: THE LIVING QUESTIONNAIRE: THE SURVEY AT WORK<br>PART III: CONSTRUCTING ANSWER COMPARABILITYCHAPTER 8:<br>TOWARDS STANDARDIZATION OF MEANINGS: THE INTERACTIONAL<br>SURVEY APPROACH; CHAPTER 9: TRAINING FOR THE INTERACTIONAL<br>SURVEY; PART IV: DESIGNING DATA QUALITY THROUGH MIXED<br>STRATEGIES; CHAPTER 10: RECONCEPTUALIZING DATA QUALITY:<br>BEYOND THE PSYCHOMETRIC APPROACH; CHAPTER 11: QUALITY IN THE<br>QUANTITY: MIXED SURVEY STRATEGIES; CHAPTER 12: PRETESTING<br>STRATEGIES: ASSESSING DATA QUALITY IN ADVANCE; CHAPTER 13:<br>DEVIANT CASE ANALYSIS: IMPROVING (A POSTERIORI) DATA QUALITY;<br>PART V: ENVISIONING THE FUTURE; CHAPTER 14: GLOCALIZING THE<br>SURVEY; REFERENCES<br>INDEX |

## Sommario/riassunto

Proposing a post-positivist, interviewee-centred approach, Giampietro Gobo and Sergio Mauceri's new book offers students and researchers a practical introduction to the process of collecting and analyzing survey data.

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