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Titolo	Experimental methods in survey research : techniques that combine random sampling with random assignment / / edited by Paul J. Lavrakas [and five others]
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ISBN	1-119-08376-1 1-119-08375-3 1-119-08377-X
Descrizione fisica	1 online resource (xxix, 510 pages)
Collana	Wiley series in survey methodology
Classificazione	SOC027000
Disciplina	300.723
Soggetti	Social surveys
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Probability survey-based experimentation and the balancing of internal and external validity concerns -- Within-household selection methods: a critical review and experimental examination -- Measuring within-household contamination: the challenge of interviewing more than one member of a household.
Sommario/riassunto	"A thorough and comprehensive guide to the theoretical, practical, and methodological approaches used in survey experiments across disciplines such as political science, health sciences, sociology, economics, psychology, and marketing. This book bridges the gap in literature and explores the broad range of experimental designs in experiments that use probability samples. It approaches the usage of survey-based experiments with a Total Survey Error (TSE) perspective, which provides insight on the strengths and weaknesses of the techniques used. Experimental Methods in Survey Research: Techniques that Combine Random Assignment with Random Probability Sampling addresses experiments on within-unit coverage, reducing nonresponse, question and questionnaire design, minimizing interview measurement bias, using adaptive design, trend data, vignettes, the analysis of data from survey experiments, and other topics, across social, behavioral,

and marketing science domains. Each chapter begins with a description of the experimental method or application and its importance, followed by reference to relevant literature. At least one detailed original experimental case study then follows to illustrate the experimental method's deployment, implementation, and analysis from a TSE perspective. The chapters conclude with theoretical and practical implications on the usage of the experimental method addressed. In summary, this book fills a gap in the current literature by successfully combining the subjects of survey methodology and experimental methodology in an effort to maximize both internal validity and external validity. Offers a wide range of types of experimentation in survey research with in-depth attention to their various methodologies and applications. Is edited by internationally recognized experts in the field of survey research/methodology and in the usage of survey-based experimentation-featuring contributions from across a variety of disciplines in the social and behavioral sciences. Presents advances in the field of survey experiments, as well as relevant references in each chapter for further study Includes more than 20 types of original experiments carried out within probability sample surveys. Addresses myriad practical and operational aspects for designing, implementing, and analyzing survey-based experiments by using a Total Survey Error perspective to address the strengths and weaknesses of each experimental technique and method. Experimental Methods in Survey Research: Techniques that Combine Random Assignment with Random Probability Sampling is an ideal reference for survey researchers and practitioners in areas such political science, health sciences, sociology, economics, psychology, public policy, data collection, data science, and marketing. It is also a very useful textbook for graduate-level courses on survey experiments and survey methodology"--

"With a recent increase of experiments in survey research and methodology, survey researchers have found a need to bring together the many types of experiments used by survey researchers and their applications throughout various disciplines. This book bridges the gap in literature and explores the broad range of experimental design in survey-based experiments with a combined methodological and substantive focus on the ways the experiments are conducted and used in survey research. The book is edited by a group of established experts in the field of survey research/methodology and the chapters feature expert contributors across a variety of disciplines in the social and behavioral sciences. The book approaches coverage on survey-based experiments with a Total Survey Error (TSE) perspective, which provides insight on the strengths and weaknesses of the technique. Using the same basic structure, each chapter starts with a description of the experimental method or application, followed by a reference to any relevant reviews in current literature"--
