

1. Record Nr.	UNINA9910783589003321
Autore	Iarossi Giuseppe
Titolo	The power of survey design : : a user's guide for managing surveys, interpreting results, and influencing respondents / / Giuseppe Iarossi
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, , c2006
ISBN	1-280-30814-1 9786610308149 0-8213-6393-X
Descrizione fisica	xv, 262 pages : illustrations ; ; 24 cm
Disciplina	300.72/3
Soggetti	Social surveys - Methodology Questionnaires - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Table of Contents; Foreword; Acknowledgments; Abbreviations and Acronyms; Chapter 1. Taking A Closer Look at Survey Implementation; Tables; Boxes; Chapter 2. Survey Management: An Overview; Figures; Chapter 3. How Easy It Is to Ask the Wrong Question; Chapter 4. A Practical Approach to Sampling; Chapter 5. Respondent's Psychology and Survey Participation; Chapter 6. Why Data Management Is Important; References; Appendixes
Sommario/riassunto	"A master of his craft, Giuseppe Iarossi has drawn on his extensive experience in the field to produce a wonderfully useful volume on how to do and work with surveys of industrial firms."- Kenneth L. Sokoloff, Department of Economics, U.C.L.A A practical how-to guide on all the steps involved with survey implementation, this volume covers survey management, questionnaire design, sampling, respondent's psychology and survey participation, and data management. A comprehensive and practical reference for those who both use and produce survey data.