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Autore	Gobo Giampietro
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Nota di contenuto	CONSTRUCTING SURVEY DATA COVER; CONSTRUCTING SURVEY DATA; BRIEF CONTENTS; CONTENTS; ABOUT THE AUTHORS; ACKNOWLEDGEMENTS; INTRODUCTION: RESCUING THE SURVEY FROM THE SURVEYISTS; PART I: THE CONTEXT; CHAPTER 1: SURVEYING THE SURVEY: BACK TO THE PAST; CHAPTER 2: BACK TO THE 'GOLDEN AGE': TOWARDS A MULTILEVEL INTEGRATED SURVEY APPROACH; PART II: FROM QUESTIONS TO ANSWERS; CHAPTER 3: THE ANSWERING PROCESS; CHAPTER 4: ASKING AND QUESTIONING; CHAPTER 5: ANSWERS: COGNITIVE PROCESSES; CHAPTER 6: COMMUNICATIVE PROCESSES; CHAPTER 7: THE LIVING QUESTIONNAIRE: THE SURVEY AT WORK PART III: CONSTRUCTING ANSWER COMPARABILITYCHAPTER 8: TOWARDS STANDARDIZATION OF MEANINGS: THE INTERACTIONAL SURVEY APPROACH; CHAPTER 9: TRAINING FOR THE INTERACTIONAL SURVEY; PART IV: DESIGNING DATA QUALITY THROUGH MIXED STRATEGIES; CHAPTER 10: RECONCEPTUALIZING DATA QUALITY: BEYOND THE PSYCHOMETRIC APPROACH; CHAPTER 11: QUALITY IN THE QUANTITY: MIXED SURVEY STRATEGIES; CHAPTER 12: PRETESTING STRATEGIES: ASSESSING DATA QUALITY IN ADVANCE; CHAPTER 13: DEVIANT CASE ANALYSIS: IMPROVING (A POSTERIORI) DATA QUALITY; PART V: ENVISIONING THE FUTURE; CHAPTER 14: GLOCALIZING THE SURVEY; REFERENCES 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.
