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deviations; Examples; 3: Basic issues in surveys; 3.1 Need for survey methods; 3.1.1 A definition of sampling methodology; 3.2 Surveys and censuses; 3.2.1 Costs; 3.2.2 Time; 3.3 Representativeness; 3.3.1 Randomness; 3.3.2 Probability sampling; 3.4 Errors and bias; 3.4.1 Sample design and sampling error; 3.4.2 Bias; 3.4.3 Avoiding bias; 3.5 Some important definitions; 4: Ethics of surveys of human populations; 4.1 Why ethics?; 4.2 Codes of ethics or practice 4.3 Potential threats to confidentiality 4.3.1 Retaining detail and confidentiality; 4.4 Informed consent; 4.5 Conclusions; 5: Designing a survey; 5.1 Components of survey design; 5.2 Defining the survey purpose; 5.2.1 Components of survey purpose; Data needs; Comparability or innovation; Defining data needs; Data needs in human subject surveys; Survey timing; Geographic bounds for the survey; 5.3 Trade-offs in survey design; 6: Methods for conducting surveys of human populations; 6.1 Overview; 6.2 Face-to-face interviews; 6.3 Postal surveys; 6.4 Telephone surveys; 6.5 Internet surveys 6.6 Compound survey methods 6.6.1 Pre-recruitment contact; 6.6.2 Recruitment; Random digit dialling; 6.6.3 Survey delivery; 6.6.4 Data collection; 6.6.5 An example; 6.7 Mixed-mode surveys; 6.7.1 Increasing response and reducing bias; 6.8 Observational surveys; 7: Focus groups; 7.1 Introduction; 7.2 Definition of a focus group; 7.2.1 The size and number of focus groups; 7.2.2 How a focus group functions; 7.2.3 Analysing the focus group discussions; 7.2.4 Some disadvantages of focus groups; 7.3 Using focus groups to design a survey; 7.4 Using focus groups to evaluate a survey; 7.5 Summary 8: Design of survey instruments 8.1 Scope of this chapter; 8.2 Question type; 8.2.1 Classification and behaviour questions; Mitigating threatening questions; 8.2.2 Memory or recall error; 8.3 Question format; 8.3.1 Open questions; 8.3.2 Field-coded questions; 8.3.3 Closed questions; 8.4 Physical layout of the survey instrument; 8.4.1 Introduction; 8.4.2 Question ordering; Opening questions; Body of the survey; The end of the questionnaire; 8.4.3 Some general issues on question layout; Overall format; Appearance of the survey; Front cover; Spatial layout; Choice of typeface Use of colour and graphics

Sommario/riassunto

Collecting, Managing, and Assessing Data Using Sample Surveys provides a thorough, step-by-step guide to the design and implementation of surveys. Beginning with a primer on basic statistics, the first half of the book takes readers on a comprehensive tour through the basics of survey design. Topics covered include the ethics of surveys, the design of survey procedures, the design of the survey instrument, how to write questions and how to draw representative samples. Having shown readers how to design surveys, the second half of the book discusses a number of issues surrounding their implementation, including repetitive surveys, the economics of surveys, web-based surveys, coding and data entry, data expansion and weighting, the issue of non-response, and the documenting and archiving of survey data. The book is an excellent introduction to the use of surveys for graduate students as well as a useful reference work for scholars and professionals.
