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Sommario/riassunto

Enhance the quality of survey results by recognizing and reducing measurement errors. Margins of Error: A Study of Reliability in Survey Measurement demonstrates how and hwy identifying the presence and extent of measurement errors in survey data is essential for improving the overall collection and analysis of the data. The author outlines the consequences of ignoring survey measurement errors and also discusses ways to detect and estimate the impact of these errors. This book also provides recommendations of improving the quality of survey data. Logically organized and clearly wri