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Autore	CAVALLI, Settinio Paolo
Titolo	L' ufficio stampa e pubblicità : informazione e promozione editoriale nei processi della comunicazione / Settinio Paolo Cavalli, paolo Pivetti
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Altri autori (Persone)	PIVETTI, Paolo
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Nota di contenuto	Applied Survey Methods; Contents; Preface; 1. The Survey Process; 1.1. About Surveys; 1.2. A Survey, Step-by-Step; 1.3. Some History of Survey Research; 1.4. This Book; 1.5. Samplonia; Exercises; 2. Basic Concepts; 2.1. The Survey Objectives; 2.2. The Target Population; 2.3. The Sampling Frame; 2.4. Sampling; 2.5. Estimation; Exercises; 3. Questionnaire Design; 3.1. The Questionnaire; 3.2. Factual and Nonfactual Questions; 3.3. The Question Text; 3.4. Answer Types; 3.5. Question Order; 3.6. Questionnaire Testing; Exercises; 4. Single Sampling Designs; 4.1. Simple Random Sampling 4.2. Systematic Sampling 4.3. Unequal Probability Sampling; 4.4. Systematic Sampling with Unequal Probabilities; Exercises; 5. Composite Sampling Designs; 5.1. Stratified Sampling; 5.2. Cluster Sampling; 5.3. Two-Stage Sampling; 5.4. Two-Dimensional Sampling; Exercises; 6. Estimators; 6.1. Use of Auxiliary Information; 6.2. A Descriptive Model; 6.3. The Direct Estimator; 6.4. The Ratio Estimator;

6.5. The Regression Estimator; 6.6. The Poststratification Estimator; Exercises; 7. Data Collection; 7.1. Traditional Data Collection; 7.2. Computer-Assisted Interviewing
7.3. Mixed-Mode Data Collection 7.4. Electronic Questionnaires; 7.5. Data Collection with Blaise; Exercises; 8. The Quality of the Results; 8.1. Errors in Surveys; 8.2. Detection and Correction of Errors; 8.3. Imputation Techniques; 8.4. Data Editing Strategies; Exercises; 9. The Nonresponse Problem; 9.1. Nonresponse; 9.2. Response Rates; 9.3. Models for Nonresponse; 9.4. Analysis of Nonresponse; 9.5. Nonresponse Correction Techniques; Exercises; 10. Weighting Adjustment; 10.1. Introduction; 10.2. Poststratification; 10.3. Linear Weighting; 10.4. Multiplicative Weighting
10.5. Calibration Estimation 10.6. Other Weighting Issues; 10.7. Use of Propensity Scores; 10.8. A Practical Example; Exercises; 11. Online Surveys; 11.1. The Popularity of Online Research; 11.2. Errors in Online Surveys; 11.3. The Theoretical Framework; 11.4. Correction by Adjustment Weighting; 11.5. Correction Using a Reference Survey; 11.6. Sampling the Non-Internet Population; 11.7. Propensity Weighting; 11.8. Simulating the Effects of Undercoverage; 11.9. Simulating the Effects of Self-Selection; 11.10. About the Use of Online Surveys; Exercises; 12. Analysis and Publication
12.1. About Data Analysis 12.2. The Analysis of Dirty Data; 12.3. Preparing a Survey Report; 12.4. Use of Graphs; Exercises; 13. Statistical Disclosure Control; 13.1. Introduction; 13.2. The Basic Disclosure Problem; 13.3. The Concept of Uniqueness; 13.4. Disclosure Scenarios; 13.5. Models for the Disclosure Risk; 13.6. Practical Disclosure Protection; Exercises; References; Index

Sommario/riassunto

A complete, hands-on guide to the use of statistical methods for obtaining reliable and practical survey research. Applied Survey Methods provides a comprehensive outline of the complete survey process, from design to publication. Filling a gap in the current literature, this one-of-a-kind book describes both the theory and practical applications of survey research with an emphasis on the statistical aspects of survey methods. The book begins with a brief historic overview of survey research methods followed by a discussion that details the needed first steps for carrying o
