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Nota di contenuto	<p>Cover; Collecting, Managing, and Assessing Data Using Sample Surveys; Title; Copyright; Dedication; Contents; Figures; Tables; Acknowledgements; 1: Introduction; 1.1 The purpose of this book; 1.2 Scope of the book; 1.3 Survey statistics; 2: Basic statistics and probability; 2.1 Some definitions in statistics; 2.1.1 Censuses and surveys; 2.2 Describing data; 2.2.1 Types of scales; Nominal scales; Ordinal scales; Interval scales; Ratio scale; Measurement scales; 2.2.2 Data presentation: graphics; 2.2.3 Data presentation: non-graphical; Measures of magnitude; Frequencies and proportions</p> <p>Central measures of dataExamples; Measures of dispersion; The normal distribution; Some useful properties of variances and standard 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</p> <p>4.3 Potential threats to confidentiality4.3.1 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</p> <p>6.6 Compound survey methods6.6.1 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</p> <p>8: Design of survey instruments8.1 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</p> <p>Use of colour and graphics</p>
Sommario/riassunto	<p>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</p>

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.
