



Handbook of Survey Research, Second Edition

By Peter V. Marsden

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'The Handbook of Survey Research, Second Edition' builds on its widely-recognized 1983 predecessor by updating its previous historical account of the development of survey research and the evolution of social science before going on to examine new and expanded usages of survey research during the past half century. Editors Peter Marsden (Harvard University) and James D. Wright (University of Central Florida), long-time editor of Elsevier's Social Science Research, have created an authoritative reference book and an excellent starting point for anyone requiring a broad examination of the field. Detailed chapters include: sampling; measurement; questionnaire construction and question writing; survey implementation and management; survey data analysis; special types of surveys; and integrating surveys with other data collection methods. This handbook is distinguished from other texts by its greater comprehensiveness and depth of coverage including topics such as measurement models, the role of cognitive psychology, surveying networks, and cross-national/cross-cultural surveys. Timely and relevant it includes materials that are only now becoming highly influential topics.



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Editorial Review

About the Author

Professor of Econometrics, Marketing, and Statistics at the University of Chicago's Graduate School of Business, Peter Rossi has made significant contributions to the fields of finance, microeconomics, and econometrics. Dr. Rossi held the Kellogg Research Chair at Northwestern University, was the IBM Scholar in the Graduate School of Business at Chicago, and has won a number of awards for his work.

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