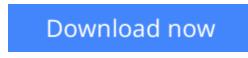




Survey Methodology

Robert M. Groves, Floyd J. Fowler Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau



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Survey Methodology Robert M. Groves, Floyd J. Fowler Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau **Praise for the** *First Edition*:

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Key topics in survey methodology are clearly explained in the book's chapters, with coverage including sampling frame evaluation, sample design, development of questionnaires, evaluation of questions, alternative modes of data collection, interviewing, nonresponse, post-collection processing of survey data, and practices for maintaining scientific integrity. Acknowledging the growing advances in research and technology, the Second Edition features:

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