

Encyclopedia of Survey Research Methods

Paul J. Lavrakas



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In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the **Encyclopedia of Survey Research Methods** presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint.

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