

Contents

Preface	ix
About the Author	xi
1. Introduction	1
2. Types of Error in Surveys	8
3. Sampling	14
4. Nonresponse: Implementing a Sample Design	42
5. Methods of Data Collection	61
6. Designing Questions to Be Good Measures	75
7. Evaluating Survey Questions and Instruments	99
8. Survey Interviewing	110
9. Preparing Survey Data for Analysis	127
10. Analyzing Survey Data	134
11. Ethical Issues in Survey Research	140
12. Providing Information About Survey Methods	146
13. Survey Error in Perspective	150
References	155
Author Index	164
Subject Index	168