



Handbook of Survey Research

Second Edition

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Synopsis

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, affiliated to the Department of Sociology at Harvard University, and James D. Wright, long-time Chief Editor of Elsevier's *Social Science Research*, from the Department of Sociology and Anthropology at the University of Central Florida, have significantly enhanced their original work, bringing it right up to date.

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 less-commonly-featured topics

such as measurement models, the role of cognitive psychology and cross-national/cross-cultural surveys. Timely and relevant, it includes materials that are only now becoming highly influential topics.

An authoritative reference book providing extensive coverage of the field, the *Handbook of Survey Research*, Second Edition is a vital resource for social scientists and students who conduct or plan to conduct survey research. An excellent starting-point for anyone requiring a broad examination of the subject.



Research you can use

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