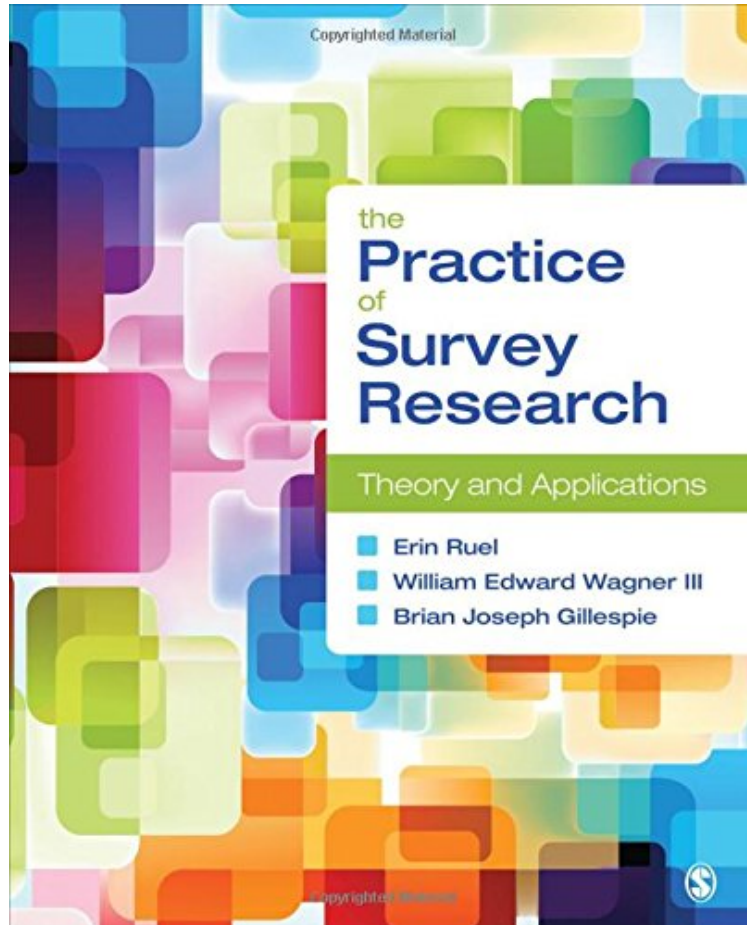


The Practice of Survey Research: Theory and Applications

Erin E. Ruel, William E. Wagner, Brian Joseph Gillespie
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Unique in its integration of theory and application, The Practice of Survey Research explains survey design, implementation, data analysis, and continuing data management, including how to effectively incorporate the latest technology (e.g., SurveyMonkey and Qualtrics). Data management and analysis are demonstrated and explained through statistical software including SPSS, SAS, and STATA. In addition to helping students develop a complete understanding of survey research from start to finish, authors Erin E. Ruel, William E. Wagner, III, and Brian Joseph

Gillespie also address the challenges and issues of specific disciplines.

"Other survey research texts read as a dry report of what survey research is. This text reads as a personable text that walks the novice researcher through the survey research process, including all of the details considered by a seasoned survey researcher."--Carol A. Angell, University of Wisconsin-La Crosse"[T]he book is organized in a very strategic and hands-on manner that will train students to think, plan, and implement a project like an experienced social scientific scholar using survey methods."--Kenneth C. Yang, University of Texas at El Paso"The text is very well written, clear and easy to understand. It highlights main concerns throughout the survey research process."--Silvia K. Bartolic, University of British Columbia"This textbook covers all of the important topics in survey research and does so at a level appropriate for advanced undergraduates."--Richard E. Adams, Kent State University"Other survey research texts read as a dry report of what survey research is. This text reads as a personable text that walks the novice researcher through the survey research process, including all of the details considered by a seasoned survey researcher."--Carol A. Angell, University of Wisconsin-La Crosse"[T]he book is organized in a very strategic and hands-on manner that will train students to think, plan, and implement a project like an experienced social scientific scholar using survey methods."--Kenneth C. Yang, University of Texas at El Paso"The text is very well written, clear and easy to understand. It highlights main concerns throughout the survey research process."--Silvia K. Bartolic, University of British Columbia"This textbook covers all of the important topics in survey research and does so at a level appropriate for advanced undergraduates."--Richard E. Adams, Kent State University-Other survey research texts read as a dry report of what survey research is. This text reads as a personable text that walks the novice researcher through the survey research process, including all of the details considered by a seasoned survey researcher.---Carol A. Angell, University of Wisconsin-La Crosse-[T]he book is organized in a very strategic and hands-on manner that will train students to think, plan, and implement a project like an experienced social scientific scholar using survey methods.---Kenneth C. Yang, University of Texas at El Paso "Other survey research texts read as a dry report of what survey research is. This text reads as a personable text that walks the novice researcher through the survey research process, including all of the details considered by a seasoned survey researcher." (Carol A. Angell, University of Wisconsin-La Crosse)"[T]he book is organized in a very strategic and hands-on manner that will train students to think, plan, and implement a project like an experienced social scientific scholar using survey methods." (Kenneth C. Yang, University of Texas at El Paso)"The text is very well written, clear and easy to understand. It highlights main concerns throughout the survey research process." (Silvia K. Bartolic, University of British Columbia)"This textbook covers all of the important topics in survey research and does so at a level appropriate for advanced undergraduates." (Richard E. Adams, Kent State University)About the AuthorErin Ruel is associate professor of sociology and director of graduate studies at Georgia State University in Atlanta, GA. She received her PhD in sociology at the University of Illinois at Chicago in 2003. In 2003, Erin took a postdoctoral position at the University of Wisconsin Madison in the Center for Demography of Health and Aging. While there, she continued to hone her survey research skills on the Wisconsin Longitudinal Study. Soon after arriving in Atlanta to take an assistant professor position at Georgia State University (GSU) in 2005, she began the Urban Health Initiative, a longitudinal survey study of public housing residents facing involuntary relocation with GSU colleagues. Erin was principal investigator of the National Institutes of Health study on the health outcomes of relocated public housing residents and co-investigator on two National Science Foundation grants, examining social disorganization and social support for public housing residents. She employs quantitative and mixed methods to examine health disparities and the health consequences of racial residential segregation, neighborhood disadvantage, housing, and socioeconomic status. Ruel has published in numerous journals, including Demography, Social Forces, Social Science Research, Health and Place, Journal of Housing Studies, Cities, Sociology Compass, Journal of Adolescent Health, and Journal of Urban Health.