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The Survey Handbook 2nd edition

Arlene G. Fink

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Arlene G. Fink : The Survey Handbook 2nd edition before purchasing it in order to gage whether or not it would be worth my time, and all praised The Survey Handbook 2nd edition:

1 of 1 people found the following review helpful. Very basic
By Crimson X
The Survey Handbook is the first of a series in the Survey Toolkit that I purchased. This handbook gives an overview of the whole series and does not go in-depth. If you're looking for something more specific, purchase the titles in the Toolkit that match what you're looking for and save your money purchasing the entire kit or this book.
Chapter 3 (reliable and valid survey instruments) is poorly written because the definitions are unclear, there is a lack of consistency across the elaborations of each

definition (e.g. when it should be used, how it should be used), and attempts have not been made to compare each types of validity/reliability with the other. I have had to surf online for more information about each type of validity in order to really understand their meanings. In sum, purchase this only if you want a very broad overview of survey, or a general framework from which you can explore the different tenets in greater details. If you are looking for more, save your money (I will NOT pay \$30 to purchase this book).

"Fink explains the different types of survey instruments and the activities that constitute a typical survey and demonstrates how to organize surveys and estimate their costs. In addition, she discusses such techniques as what types of questions to ask in pilot tests, how to relate survey costs to needs for personnel and time, and how to execute a management plan and a budget for a survey." --Gerald Albaum, University of Oregon, review in *Journal of Marketing Research* New to this edition: The characteristics and uses of qualitative surveys The steps in a content analysis of qualitative data Survey ethics, including the ethical principles to use in survey development and the characteristics of survey research misconduct The main components of an informed consent form

"Provides a good overview of doing surveys with a clear and easy to follow writing style and a variety of examples covering the social and behavioral sciences." --Carol J. Lancaster "A complete overview that conveys a sense of the detail needed to do a high quality survey." --Kathy Sexton-Radek "A complete overview that conveys a sense of the detail needed to do a high quality survey." --Kathy Sexton-Radek "Provides a good overview of doing surveys with a clear and easy to follow writing style and a variety of examples covering the social and behavioral sciences." --Carol J. Lancaster "A complete overview that conveys a sense of the detail needed to do a high quality survey." --Kathy Sexton-Radek "Provides a good overview of doing surveys with a clear and easy to follow writing style and a variety of examples covering the social and behavioral sciences." --Carol J. Lancaster "A complete overview that conveys a sense of the detail needed to do a high quality survey." (Kathy Sexton-Radek) "Provides a good overview of doing surveys with a clear and easy to follow writing style and a variety of examples covering the social and behavioral sciences." (Carol J. Lancaster) About the Author Arlene Fink (PhD) is Professor of Medicine and Public Health at the University of California, Los Angeles, and president of the Langlely Research Institute. Her main interests include evaluation and survey research and the conduct of research literature reviews as well as the evaluation of their quality. Dr. Fink has conducted scores of evaluation studies in public health, medicine, and education. She is on the faculty of UCLA's Robert Wood Johnson Clinical Scholars Program and is a scientific and evaluation advisor to UCLA's Gambling Studies and IMPACT (Improving Access, Counseling Treatment for Californians with Prostate Cancer) programs. She consults nationally and internationally for agencies such as Institut de Promotion de la Prévention Secondaire en Addictologie (IPPSA) in Paris, France, and Peninsula Health in Victoria, Australia. Professor Fink has taught and lectured extensively all over the world and is the author of more than 130 peer-reviewed articles and 15 textbooks.