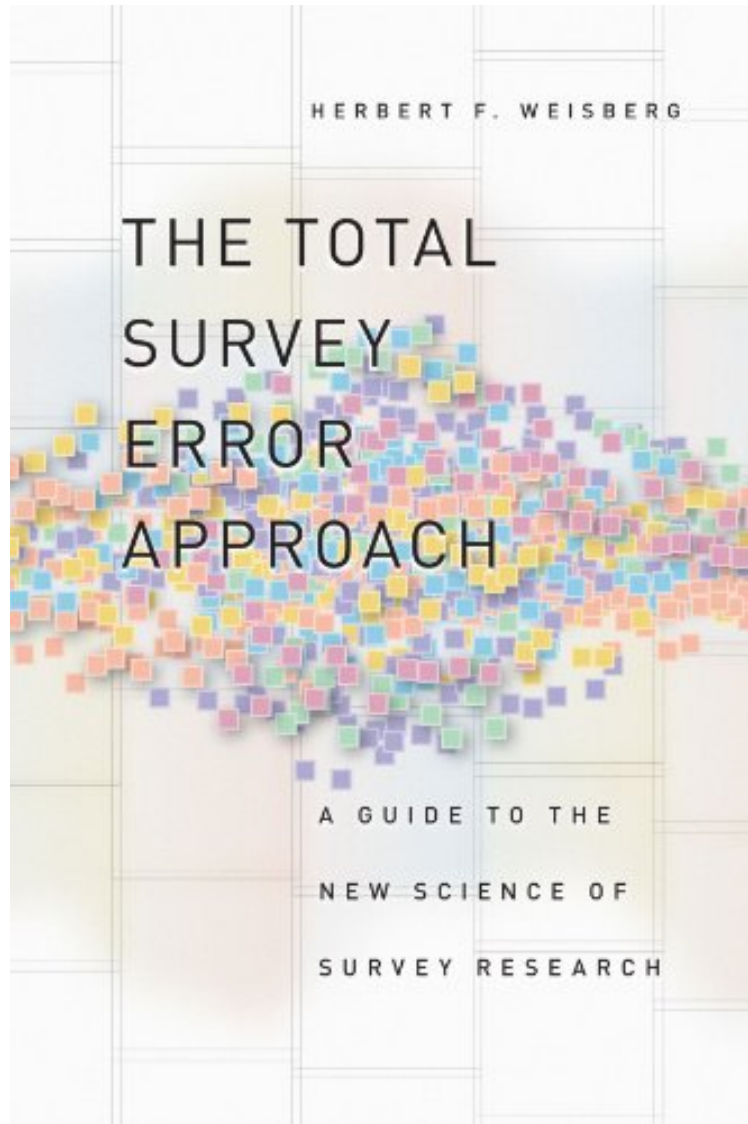


[Read and download] The Total Survey Error Approach: A Guide to the New Science of Survey Research

The Total Survey Error Approach: A Guide to the New Science of Survey Research

Herbert F. Weisberg

*audiobook / *ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#1574605 in Books 2005-10-26Original language:EnglishPDF # 1 9.00 x 1.20 x 6.001, 1.22 #File Name: 0226891283336 pages | File size: 52.Mb

Herbert F. Weisberg : The Total Survey Error Approach: A Guide to the New Science of Survey Research
before purchasing it in order to gage whether or not it would be worth my time, and all praised The Total Survey Error Approach: A Guide to the New Science of Survey Research:

2 of 2 people found the following review helpful. Not quite usefulBy CustomerIt is OK if you want to get an idea of all possible errors that may arise in a survey, but the book does not say how to deal with the survey errors.

In 1939, George Gallup's American Institute of Public Opinion published a pamphlet optimistically titled *The New Science of Public Opinion Measurement*. At the time, though, survey research was in its infancy, and only now, six decades later, can public opinion measurement be appropriately called a science, based in part on the development of the total survey error approach. Herbert F. Weisberg's handbook presents a unified method for conducting good survey research centered on the various types of errors that can occur in surveys from measurement and nonresponse error to coverage and sampling error. Each chapter is built on theoretical elements drawn from specific disciplines, such as social psychology and statistics, and follows through with detailed treatments of the specific types of error and their potential solutions. Throughout, Weisberg is attentive to survey constraints, including time and ethical considerations, as well as controversies within the field and the effects of new technology on the survey process from Internet surveys to those completed by phone, by mail, and in person. Practitioners and students will find this comprehensive guide particularly useful now that survey research has assumed a primary place in both public and academic circles.

Innovative and distinctive, this book will appeal to a wide scholarly audience, particularly those interested in a single volume that covers the area on a sophisticated and theoretical level, reviews most of the relevant literature, and gives the tools to actually do a survey.