



Survey Research

Roger Sapsford

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This much-anticipated **Second Edition** presents an informative and accessible account of survey research. It guides the reader through the main theoretical and practical aspects of the subject and illustrates the application of survey methods through examples. Thoroughly revised and updated, it presents:

- Concise and analytic coverage of multivariate analysis techniques
- A new chapter giving theoretical and practical advice on the stages involved in constructing scales to measure attitude or personality
- An account of using materials on the internet
- Concise introductions and summaries to all chapters

This book will prove to be equally useful for students conducting small research projects in the social sciences or related professional/applied areas, researchers planning systematic data collection for applied purposes and policy makers who want to understand and analyse the research with whose conclusions they are presented.

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