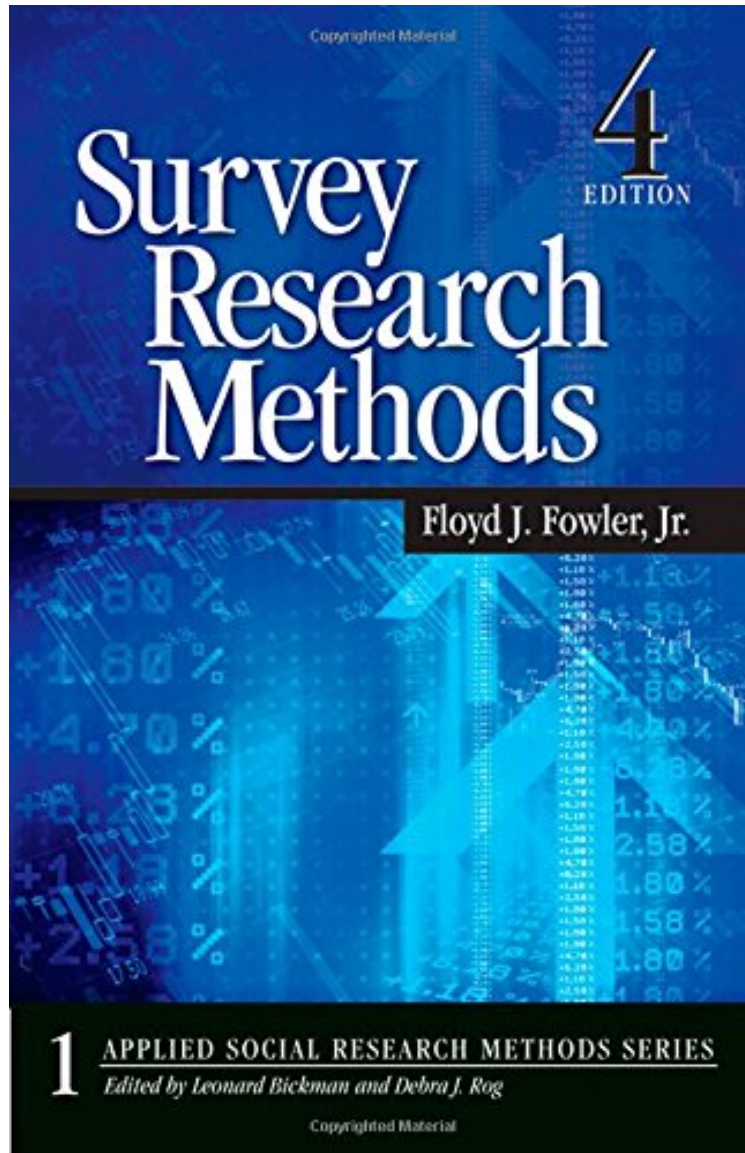


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# Survey Research Methods (Applied Social Research Methods Series, No. 1)

*Jr. Floyd J. Fowler*

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**Jr. Floyd J. Fowler : Survey Research Methods (Applied Social Research Methods Series, No. 1)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Survey Research Methods (Applied Social Research Methods Series, No. 1):

21 of 21 people found the following review helpful. Good basic work on survey researchBy Steven PetersonI used to

teach a graduate course on research methods. This was one of the texts that I would assign--and I always enjoyed working with it. In addition, students tended to respond well to this book. Pluses: it is accessibly written; it is rather brief, so it does not overwhelm the reader. On the other hand, sometimes it would have been nice to have a wee bit more detail on certain issues (but that is a small point, after all). The book covers the basics: sampling, nonresponse--and how to address this; methods of collecting data; designing questions (a key, but often overlooked part of the survey process); evaluating survey questions and the instrument as a whole; interviewing; preparing data for analysis; ethical issues in survey research; etc. One key issue: total survey design. By looking at each stage in the process and trying to reduce error, one can enhance the confidence in one's findings and results. Overall, a fine work. . . . 11 of 11 people found the following review helpful. Non-Quantitative Survey Design By John M. Ford Most of us are familiar with survey results--public opinion measured by the media, political opinions gathered by campaigning office-seekers, and market research to help position consumer products. We are less familiar with the techniques of conducting a useful survey under constraints of time and cost. Floyd Fowler's book is a well-written remedy which aims "...to give a sound basis for evaluating data collection procedures to those who would collect, analyze, or read about survey data." He does this by teaching readers the three separate methodologies of sampling, designing questions, and data collection. He discusses the common sources of error in surveys and how to minimize it. The book is suitable as either a research methods text or as training for researchers conducting their first, small surveys. The thirteen chapters are clearly written and require no background in statistics or research design. Each chapter is followed by a carefully winnowed list of additional readings and brief exercises that test readers' understanding. The focus is on the pragmatics of survey research. The discussion of nonresponse to survey invitations, for example, emphasizes the trade-off between achieving a high participation rate and the time and cost constraints of the research project. Readers are advised not to overdesign their data collection procedures when less precision is called for. There are few weaknesses. One concern is the light treatment of quantitative topics. While it is true that beginners will likely need the assistance of a sampling expert, they could be better prepared to understand how a sample size is calculated and other basics. The brief chapter on data analysis is a more serious shortcoming. Some basic coverage of frequency distributions, percentages and averages seems a necessary minimum, but is absent. Discussion of statistical significance and practical significance of group differences would also be helpful. The book is a painless introduction to survey research and, with some additional quantitative instruction, can prepare a novice to conduct a survey. The author is a highly respected researcher whose advice is worth reading. Readers looking for a more technical introduction may prefer Survey Methodology by the author and three of his colleagues. 2 of 2 people found the following review helpful. Great for Developing Surveys and Program Evaluation! By Addict Great book for those interested in doing surveys or program evaluation. Used for a graduate class at Loyola University

The Fourth Edition of the bestselling Survey Research Methods presents the very latest methodological knowledge on surveys. Author Floyd J. Fowler Jr. provides students and researchers who want to collect, analyze, or read about survey data with a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy, and credibility. The Fourth Edition has been updated in four primary ways: it much more prominently addresses the growth of the Internet for data collection and the subsequent rapid expansion of online survey usage; it addresses the precipitous drop in response rates for telephone surveys, particularly those based on random-digit dialing; it offers new and expanded coverage monitoring the continued improvement in techniques for presurvey evaluation of questions; and it addresses the growing role of individual cell phone in addition - and often instead of - household landlines. Two new chapters, "The Nature of Error in Surveys" and "Issues in Analyzing Survey Data," further emphasize the importance of minimizing nonsampling errors through superior question design, quality interviewing, and high response rates. Key Features Covers the expansion of cell phone use and legislation regarding them; this offers survey researchers guidance as to policy implications and practical application Expands the coverage of web-based and online surveys as well as the latest resources available to the beginning and expert researcher Offers in-depth discussion of non-response and sample size issues, especially as they relate to power Focuses on data analysis, especially with regard to bivariate and multivariate approaches. Fowler walks students and researchers through the various types of analyses one would do once the data are ready to analyze. Provides a list of strengths and weaknesses for each of the different types of survey data collection, including the more recent web-based approaches Includes updated references and survey examples that offer various levels of students and researchers other exemplary literature and models Survey Research Methods, Fourth Edition gives compact, yet comprehensive coverage, making it an ideal companion or beginning text. Praise for Floyd J. Fowler, Jr. and the previous edition: "Fowler is smart, straightforward, and sensible in writing about research methodology. Students have a lot to gain from his wisdom and experience." Mark Berends, Vanderbilt University

"It provides a concise overview of the entire survey research process and does so using clear and easy to understand language. Survey Research Methods is a well-packaged and valuable resource for researchers. It is well written and has many desirable features, particularly with respect to the intended audience" -- "It provides a concise overview of the

entire survey research process and does so using clear and easy to understand language. Survey Research Methods is a well-packaged and valuable resource for researchers. It is well written and has many desirable features, particularly with respect to the intended audience" (Organizational Research Methods) About the Author Floyd J. Fowler, Jr. is a graduate of Wesleyan University and received a PhD from the University of Michigan in 1966. A Senior Research Fellow at the Center for Survey Research at the University of Massachusetts Boston since 1971, he was Director of the Center for 14 years. Dr. Fowler is the author or co-author of four textbooks on survey methods, including Survey Research Methods, Improving Survey Questions, Standardized Survey Interviewing (with Mangione), and Survey Methodology (with Groves, Couper, Lepkowski, et. al), as well as numerous research papers and monographs. His recent work has focused on studies of question design and evaluation techniques and applying survey methods to studies of medical care.