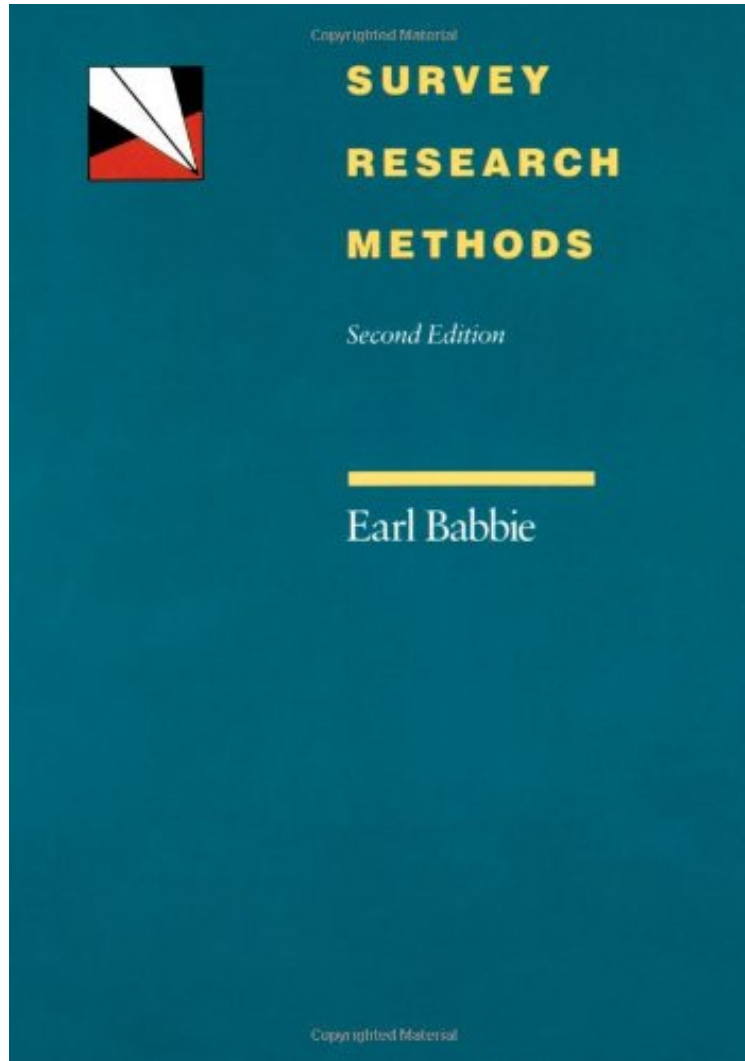


(Free and download) Survey Research Methods, Second Edition

Survey Research Methods, Second Edition

Earl R. Babbie

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Earl R. Babbie : Survey Research Methods, Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Survey Research Methods, Second Edition:

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 underlooked 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

* Covers the full range of basic topics necessary for beginning survey research.

PART I. THE SCIENTIFIC CONTEXT OF SURVEY RESEARCH. 1. The Logic of Science. The Traditional Perspective. The Debunking of Science. Science in Practice. What is Science? 2. Science and Social Science. The Search for Social Regularities. The Characteristics of Social Science. Methods of Social Scientific Research. 3. Survey Research as a Method of Social Science. A Brief History of Survey Research. The Scientific Characteristics of Survey Research. A Comparison of Survey and Other Methods. Is Survey Research Really Scientific? PART II. SURVEY RESEARCH DESIGN. 4. Types of Study Design. Purposes of Survey Research. Units of Analysis. Basic Survey Designs. Variations on Basic Designs. Choosing the Appropriate Design. 5. The Logic of Survey Sampling. The Logic of Probability Sampling. Sampling Concepts and Terminology. Probability Sampling Theory and Sampling. Distribution. Populations and Sampling Frames. Types of Sampling Designs. Disproportionate Sampling and Weighting. Nonprobability Sampling. Nonsurvey Uses of Sampling Methods. 6. Examples of Sample Designs. Sampling University Students. Sampling Medical School Faculty. Sampling Episcopal Churchwomen. Sampling Oakland Households. 7. Conceptualization and Instrument Design. Logic of Conceptualization. An Operationalization Framework. Types of Data. Levels of Measurement. Guides to Question Construction. Measurement Quality. General Questionnaire Format. Ordering Questions in a Questionnaire. Instructions. Reproducing the Questionnaire. 8. Index and Scale Construction. Indexes Versus Scales. Index Construction. Scale Construction. Typologies. PART III. DATA COLLECTION. 9. Self-Administered Questionnaires. Mail Distribution and Return. Postal Options and Relative Costs. Monitoring Returns. Follow-up Mailings. Acceptable Response Rates. A Case Study. 10. Interview Surveys. Importance of Interviewer. General Rules for Interviewing. Interviewer Training. The Interviewing Operation. 11. Data Processing. Computers in Survey Research. Coding. Codebook Construction. Coding and Data Entry Options. Precoding for Data Entry. Data Cleaning. 12. Pretests and Pilot Studies. Conducting Pretests. Conducting Pilot Studies. Evaluating Pretests and Pilot Studies. PART IV. SURVEY RESEARCH ANALYSIS. 13. The Logic of Measurement and Association. The Traditional Image. The Interchangeability of Indexes. Implications. 14. Constructing and Understanding Tables. Univariate Analysis. Subgroup Descriptions. Bivariate Analysis. Multivariate Analysis. 15. The Elaboration Model. History of the Elaboration Model. The Elaboration Paradigm. Elaboration and Ex Post Facto Hypothesizing. 16. Social Statistics. Descriptive Statistics. Inferential Statistics. 17. Advanced Multivariate Techniques. Regression Analysis. Path Analysis. Factor Analysis. Analysis of Variance. Discriminant Analysis. Log-Linear Models. 18. The Reporting of Survey Research. Some Basic Considerations. Organization of the Reports. Guidelines for Reporting Analysis. PART V. SURVEY RESEARCH IN SOCIAL CONTEXT. 19. The Ethics of Survey Research. Voluntary Participation. No Harm to Respondents. Anonymity and Confidentiality. Identifying Purpose and Sponsor. Analysis and Reporting. A Professional Code of Ethics. Ethics -- Relevant

Illustrations. 20. The Informed Survey Research Consumer. Research Design. Measurement. Sampling. Data Analysis. Data Reporting. APPENDICES. Appendix A. Table of Random Numbers. Appendix B. Estimated Sampling Error for a Binomial (95% Confidence Level). Appendix C. Distribution of Chi Square. Appendix D. Normal Curve Areas.

From the Back Cover Originally published in 1973, *Survey Research Methods* was the first survey research methods text written for undergraduate students and still remains a classic in the field. Now back in an all-new Second Edition, Babbie's popular text continues to cover the full range of basic topics necessary for beginning survey research. Fundamental, practical, and written in the same unmistakable Babbie style, it shows the connection between the theoretical logic behind methodology and the concrete skills required to conduct research.

About the Author Earl R. Babbie graduated from Harvard University before enlisting in the U.S. Marine Corps. He received his Ph.D. from the University of California, Berkeley, and began teaching shortly thereafter. Credited with defining research methods for the social sciences, Dr. Babbie has written several texts, including the bestselling *THE PRACTICE OF SOCIAL RESEARCH* and *THE BASICS OF SOCIAL RESEARCH*.