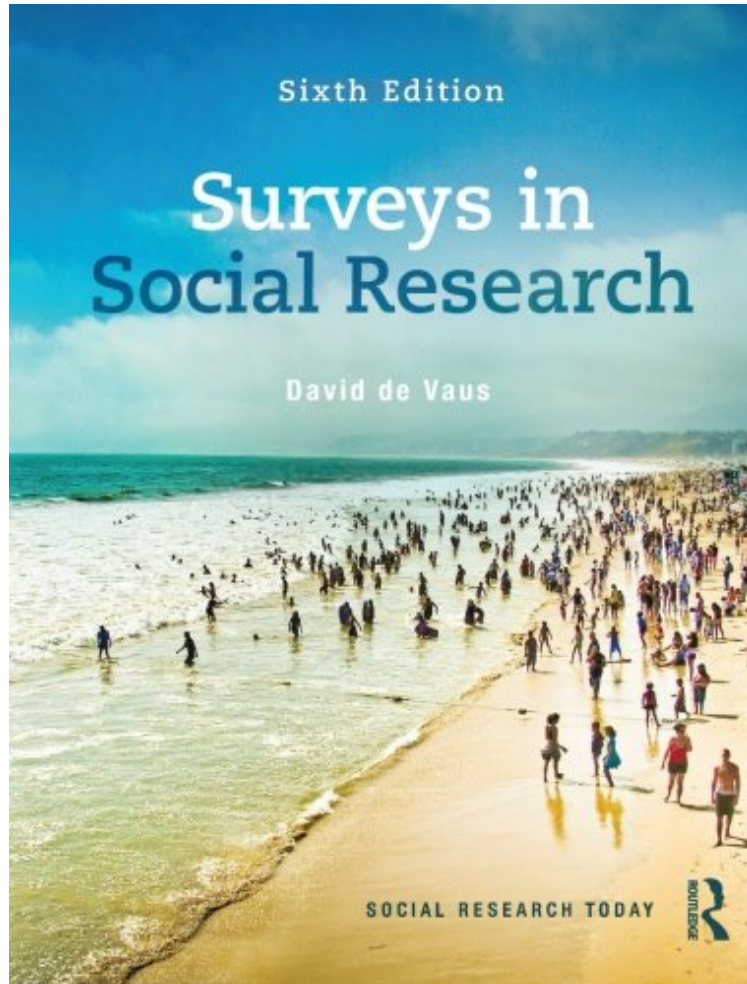


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Surveys In Social Research (Social Research Today)

David De Vaus

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David De Vaus : Surveys In Social Research (Social Research Today) before purchasing it in order to gage whether or not it would be worth my time, and all praised Surveys In Social Research (Social Research Today):

David de Vaus' classic text Surveys in Social Research provides clear advice on how to plan, conduct and analyse social surveys. It emphasises the links between theory and research, the logic and interpretation of statistics and the practices of social research. This sixth edition has been completely revised and updated, and contains new examples, data and extensive lists of web resources. As well as explaining how to conduct good surveys, de Vaus shows how to become a critical consumer of research. He argues that the logic of surveys and statistics is simply an extension of the logic we use in everyday life; analysis, however, requires creativity and imagination rather than the application of

sterile mechanical procedures. The prime goal of research should be to gain accurate understanding and, as a researcher, use methods and techniques which enhance understanding. De Vaus advocates researchers use the method, rather than letting the method use you. *Surveys in Social Research* is essential reading for students and researchers working with surveys. It assumes no background in statistical analysis, and gives you the tools you need to come to grips with this often challenging field of work.

Praise for earlier editions of *Surveys in Social Research* This excellent book presents a lucid and comprehensive overview of all the contemporary issues in the development of surveys in social research ... The resources make this book valuable for novices but also a great addition to the library of more experienced researchers. *Journal of Family Studies* De Vaus helps to demystify survey research by breaking down the process into manageable components. This is perhaps the greatest strength he encourages the reader to tackle and understand "statistical research" rather than shy away. *Social Security Journal* ... one of the most comprehensive and accessible texts on survey research available. *The Australian and New Zealand Journal of Sociology* By concentrating on one method and providing a sound working knowledge of how to do good surveys, de Vaus indeed achieves a distinctive balance ... *Canadian Journal of Sociology* About the Author David de Vaus is Emeritus Professor in Sociology, University of Queensland.