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Surveying the Social World: Principles and Practice in Survey Research (Paperback)

By Dr. Alan Aldridge, Kenneth Levine

OPEN UNIVERSITY PRESS, United Kingdom, 2001. Paperback. Book Condition: New. New.. 226 x 147 mm. Language: English . Brand New Book. * What are the strengths and limitations of social surveys? * How can the principles of surveying be put into practice? * How are findings analysed and results presented? The survey has become a widely used technique for gathering information and opinions from individuals, organizations, and other groups. In Surveying the Social World, Aldridge and Levine begin by examining the contemporary state of surveys within society and social science methodology, explaining the potential of the survey method and the ways it can be used effectively when resources are limited. They then take the reader systematically through the process of conducting survey research covering in turn, the role of theory, the planning and design of projects, pilot work, access to informants, ethical issues, sampling methods, the preparation of questionnaires, interviewing, the use of computer packages, processing responses, statistical methods of data analysis, and the presentation of findings. Unlike some rival texts that stress complications and difficulties of conducting social surveys, this book adopts a consciously can-do approach, emphasizing strategies and practical tips. Written in a direct style with a clear...



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