Contents

Preface

PART A INTRODUCTION		
1	What is survey research?	1
	What is a survey?	1
	Quantification	2
	Sampling	4
	Comparison	<u>:</u> 8
	Is a survey appropriate?	10
	Further reading	10
2	What's the problem? Developing ideas	12
	The final product	12
	Case studies	18
	Practicalities	33
	The research proposal	46
	Further reading	48
PA	ART B THE SIZE OF THE PROBLEM	49
3	The theory of sampling	49
	Some statistical techniques	50
	Calculating error	59
	Estimating and minimizing error	63
	Comparing groups	71
	Further reading	78
	Answers to exercises	79
4	Making do: Sampling in the real word	81
	Sampling over time	81
	Cluster sampling	83
	Non-probability sampling	86
	Improving performance in sampling	91
	Practicalities: selecting samples	96
	Further reading	100

PART C OPINIONS AND FACTS 10		
5	Measurement: Principles Systematic observation	101
	Asking questions	101 103
	The validation of measures	103
	Further reading	108
6	Putting it into practice	109
	Varieties of data-collection method	109
	A practical example: the People in Society schedule	111
	Designing the instrument Training and briefing	119
	The conduct of interviews	126 127
	Coding the answers	129
	Conclusion: the final product	135
	Further reading	135
7	Complex concepts	136
	Attainment and ability	136
	Personality	138
	Attitudes Social factors	140
	Complexity and reality	143 147
	Further reading	147
	Turinet reading	143
8	What does it all mean?	150
	Sampling error	150
	Non-sampling error	154
	The political uses of measurement The political uses of description	159
	The political uses of description The politics of survey research	160 161
	Further reading	162
	1 drings reading	102
PART D EXPLORING DATA		163
9	Keeping it simple: Tabular analysis	163
	Significant association in tables	163
	Three-way analysis and statistical control	169
	Advantages and weaknesses of tabular analysis	174
	Further reading	175
10	Correlation and its friends	176
	Correlation	176
	Regression	188

		Contents vi
	Discriminant function analysis Factor analysis	198
	·	200
	Further reading	208
11	Getting complicated: Explaining variance	209
	Analysis of variance	209
	Loglinear analysis	215
	Further reading	232
PA	ART E FINISHING UP	233
12	Did you need to do your own survey?	
-	Existing sources	233
		233
	Demonstrating validity	235
	Further reading	239
13	Reporting the results	240
	What was the problem?	240
	Methods	241
	Results and conclusions	244
	The audience and the author	246
References		248
Author index		253
Subject index		255