

Contents

List of Contributors	xi
Preface and Acknowledgments	xv

PART I: INTRODUCTION AND OVERVIEW

1. Survey Research and Social Science: History, Current Practice, and Future Prospects <i>James D. Wright and Peter V. Marsden</i>	3
2. Overview of Design Issues: Total Survey Error <i>Paul P. Biemer</i>	27
3. Legal and Human Subjects Considerations in Surveys <i>Constance F. Citro</i>	59

PART II: SURVEY SAMPLING

4. Sampling Theory <i>Martin Frankel</i>	83
5. Fundamentals of Applied Sampling <i>Thomas Piazza</i>	139
6. Applied Sampling for Large-Scale Multistage Area Probability Designs <i>Rachel Harter, Stephanie Eckman, Ned English and Colm O'Muircheartaigh</i>	169
7. Sample Size, Optimum Allocation, and Power Analysis <i>Kenneth C. Land and Hui Zheng</i>	199

8. Analysis of Data from Complex Surveys 221
Richard T. Campbell and Michael L. Berbaum

PART III: SURVEY MEASUREMENT

9. Question and Questionnaire Design 263
Jon A. Krosnick and Stanley Presser
10. The Psychology of Survey Response 315
Roger Tourangeau and Norman M. Bradburn
11. Measurement Models for Survey Research 347
George W. Bohrnstedt
12. How Good is Survey Measurement? Assessing the Reliability and Validity of Survey Measures 405
Duane F. Alwin

PART IV: SURVEY DATA COLLECTION

13. Interviewers and Interviewing 437
Nora Cate Schaeffer, Jennifer Dykema and Douglas W. Maynard
14. Telephone Surveys 471
Paul J. Lavrakas
15. Mail Surveys and Paper Questionnaires 499
Chase H. Harrison
16. Internet Surveys 527
Mick P. Couper and Michael Bosnjak
17. Mixed-Mode Surveys 551
Don A. Dillman and Benjamin L. Messer
18. Managing Survey Research Projects 575
John M. Kennedy, John Tarnai and James G. Wolf

**PART V: PREPARING, AUGMENTING AND
DISSEMINATING SURVEY DATA**

- | | |
|---|-----|
| 19. Survey Nonresponse
<i>John Dixon and Clyde Tucker</i> | 593 |
| 20. Missing Data
<i>Paul D. Allison</i> | 631 |
| 21. Linking Administrative and Survey Data
<i>Julia Lane</i> | 659 |
| 22. Surveys and Geographic Information Systems
<i>Frank M. Howell and Jeremy R. Porter</i> | 681 |
| 23. Archiving, Documentation, and Dissemination
<i>Mary B. Vardigan and Peter Granda</i> | 707 |

PART VI: SPECIAL TYPES OF SURVEYS

- | | |
|---|-----|
| 24. Surveying Across Nations and Cultures
<i>Tom W. Smith</i> | 733 |
| 25. Panel Surveys: Conducting Surveys Over Time
<i>Frank P. Stafford</i> | 765 |
| 26. Analyzing Data from Repeated Surveys
<i>Glenn Firebaugh</i> | 795 |
| 27. Surveys in Applied Social Research
<i>Timothy P. Johnson and James D. Wright</i> | 813 |
| 28. Survey Experiments
<i>Steven L. Nock[†] and Thomas M. Guterbock</i> | 837 |
| Subject Index | 865 |