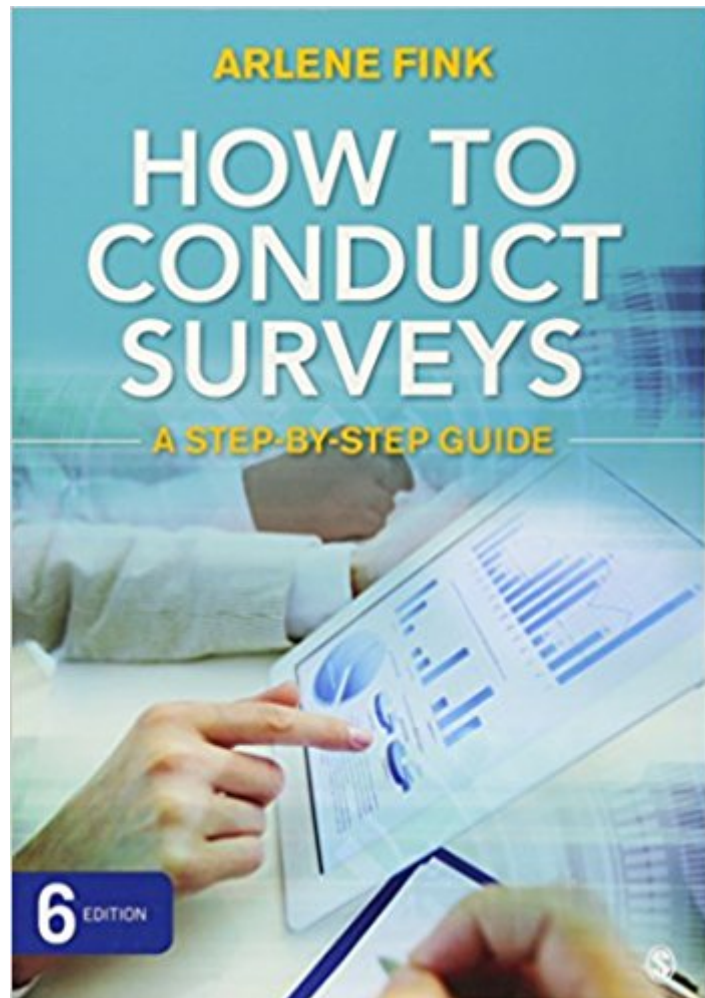




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How To Conduct Surveys: A Step-by-Step Guide



Synopsis

Packed with new topics that reflect today's challenges, the Sixth Edition of the bestselling *How to Conduct Surveys* guides readers through the process of developing their own rigorous surveys and evaluating the credibility and transparency of surveys created by others. Offering practical, step-by-step advice and written in the same clear and accessible style as author Arlene Fink's other works, the book focuses on choosing the appropriate type of survey, writing survey questions and responses, formatting the survey, deciding on the characteristics and numbers of respondents to include, choosing how often to survey respondents, and analyzing and reporting the results.

Book Information

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Customer Reviews

Arlene Fink (PhD) is Professor of Medicine and Public Health at the University of California, Los Angeles, and president of the Langley Research Institute. Her main interests include evaluation and survey research and the conduct of research literature reviews as well as the evaluation of their quality. Dr. Fink has conducted scores of evaluation studies in public health, medicine, and education. She is on the faculty of UCLA's Robert Wood Johnson Clinical Scholars Program and is a scientific and evaluation advisor to UCLA's Gambling Studies and IMPACT (Improving Access, Counseling & Treatment for Californians with Prostate Cancer) programs. She consults nationally and internationally for agencies such as L'institut de Promotion de la Prévention Secondaire en Addictologie (IPPSA) in Paris, France, and Peninsula Health in Victoria, Australia. Professor Fink has taught and lectured extensively all over the world and is the author of more than 130 peer-reviewed articles and 15 textbooks.

This is a very practical, helpful, and readable text on surveys. The main reason I didn't give it five stars is that, at least on the Kindle version, the figures and tables are often formatted quite small and can be hard to read. This has been true when viewing pages in my browser and in the Kindle apps for Mac and iPhone. I cannot speak to viewing the eBook on an actual Kindle device or viewing physical pages of the offline, paperback book.

Well organized and easy to understand.

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Easy to go through! Recommended!

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