

## Chapter 1

# The Cornerstones of Survey Research

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### SUGGESTIONS FOR FURTHER READING

#### **On survey quality and data collection**

P.P. Biemer & L.E. Lyberg (2003). *Introduction to survey quality*. New York: Wiley.

R.M. Groves (1989). *Survey errors and survey costs*. New York: Wiley

#### **On practical aspects of surveys**

R. Czaja, & J. Blair (2005). *Designing surveys: A guide to decisions and procedures*. Thousand Oaks: Sage.

P. A. Gwartney & J. Tarnai. *Managing the Survey Process*. Jossey-Bass/Wiley (in print)

#### **For USA surveys and survey methodology**

Groves, R.M., Fowler, F.J., Couper, M.P., Lepkowski, J.M., Singer, E. & Tourangeau, R. (2004). *Survey Methodology*. Hoboken, NJ: Wiley.

### INTERNET RESOURCES

#### **General introduction**

Fritz Scheuren (2004). "What is a survey." Available on the section of the Survey Research Methods Research section at <http://www.amstat.org/sections/srms/>, on the webpage of the American Statistical Association <http://www.amstat.org>.

**Standard definitions for response rate calculation.** American Association of Public Opinion Research (2006).

[http://www.aapor.org/uploads/standarddefs\\_4.pdf](http://www.aapor.org/uploads/standarddefs_4.pdf)

See also <http://www.aapor.org/resources>

**On international survey methods**

Webpage Australian Statistical Office at <http://www.sch.abs.gov.au/> contains a section on international practices with links to best practice quality standards. (click on national statistical services and then on statistical references and international). The same website also contains a sample size calculator to estimate the needed sample size when aiming at a specific precision

**For construct validity, reliability and measurement**

<http://www.socialresearchmethods.net/kb/constval.htm>, which is part of Trochim, William M. The Research Methods Knowledge Base, 2nd Edition. Internet WWW page, at URL: <http://www.socialresearchmethods.net/kb/> as of January 4, 2008).

**International manual for conducting surveys with limited resources**

The website of UNICEF statistics: manual for the multiple indicator cluster survey at <http://www.childinfo.org/mics/micsmane.html>