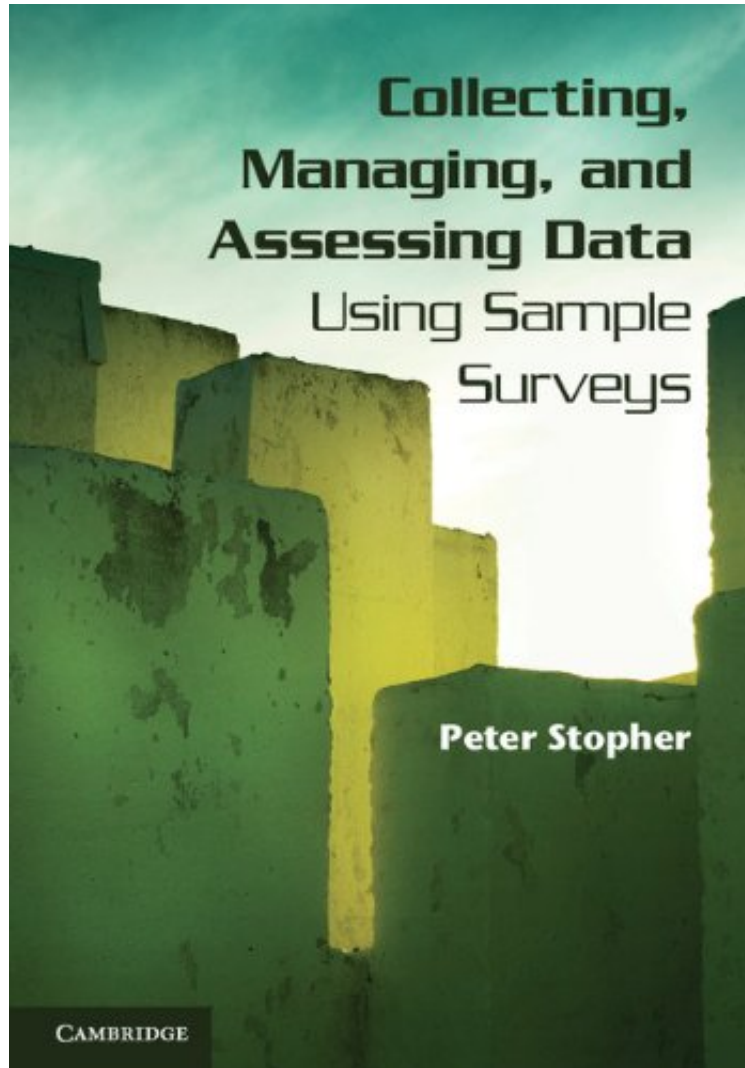


# Collecting, Managing, and Assessing Data Using Sample Surveys

*Peter Stopher*

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**Peter Stopher : Collecting, Managing, and Assessing Data Using Sample Surveys** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Collecting, Managing, and Assessing Data Using Sample Surveys:

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Collecting, Managing, and Assessing Data Using Sample Surveys provides a thorough, step-by-step guide to the design and implementation of surveys. Beginning with a primer on basic statistics, the first half of the book takes readers on a comprehensive tour through the basics of survey design. Topics covered include the ethics of surveys, the

design of survey procedures, the design of the survey instrument, how to write questions and how to draw representative samples. Having shown readers how to design surveys, the second half of the book discusses a number of issues surrounding their implementation, including repetitive surveys, the economics of surveys, web-based surveys, coding and data entry, data expansion and weighting, the issue of non-response, and the documenting and archiving of survey data. The book is an excellent introduction to the use of surveys for graduate students as well as a useful reference work for scholars and professionals.

'Drawing on the author's wealth of knowledge and experience, this excellent book provides a comprehensive treatment of every aspect involved in preparing for, carrying out, cleaning and archiving data from a population survey. It is very clearly written, fully illustrated and enables the reader to jump the learning curve.' Peter Jones, University College London

Data are fundamental to our understanding and stewardship of the world around us. Peter Stopher's new book is an extensive, accessible and highly informative reference work for those engaged in data acquisition from human subjects. Covering all aspects of survey design and distribution, data management and archiving, this unique treatise is more comprehensive than one can find elsewhere. Offering something new for the most accomplished of data gatherers, this book serves as a remarkable reference, as well as a textbook.' Kara Kockelman, University of Texas, Austin

This is a 'must have' reference for all people who want to design, conduct and/or communicate market research. It addresses material that builds on more traditional texts but adds value in many ways. In particular, it sheds light on the critical importance of correct sampling and valid questionnaire design as the core of good research. Peter Stopher leaves no stone unturned in his quest to ensure that researchers understand what is needed in their planning, execution and delivery. He provides a comprehensive, rigorous and evidence-based coverage of the basics of survey methodology, with enough nuggets of more advanced and often-neglected topics to be of interest to the experienced practitioner.' Philip Mitchell-Taverner, Taverner Research

About the Author Peter Stopher is Professor of Transport Planning at the Institute of Transport and Logistics Studies at the University of Sydney. He has also been a professor at Northwestern University, Cornell University, McMaster University and Louisiana State University. Professor Stopher has developed a substantial reputation in the field of data collection, particularly for the support of travel forecasting and analysis. He pioneered the development of travel and activity diaries as a data-collection mechanism, and has written extensively on issues of sample design, data expansion, nonresponse biases and measurement issues.