



How To Design Survey Studies (Survey Kit Second Edition 6 6)

Arlene G. Fink

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Which survey design should you select and use for your survey? For what purpose do you want to use your survey---to describe, compare, or predict attitudes, knowledge or behavior? In this book, the author provides lots of examples and explanations of the major features of high-quality survey systems. Guidelines are provided for experimental and observational designs of surveys, as well as for cross-sectional, cohort and case-control designs. In addition, the author provides checklists of risks to avoid for internal and external validity of a design. New to this edition is coverage of descriptive and experimental factorial designs.

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