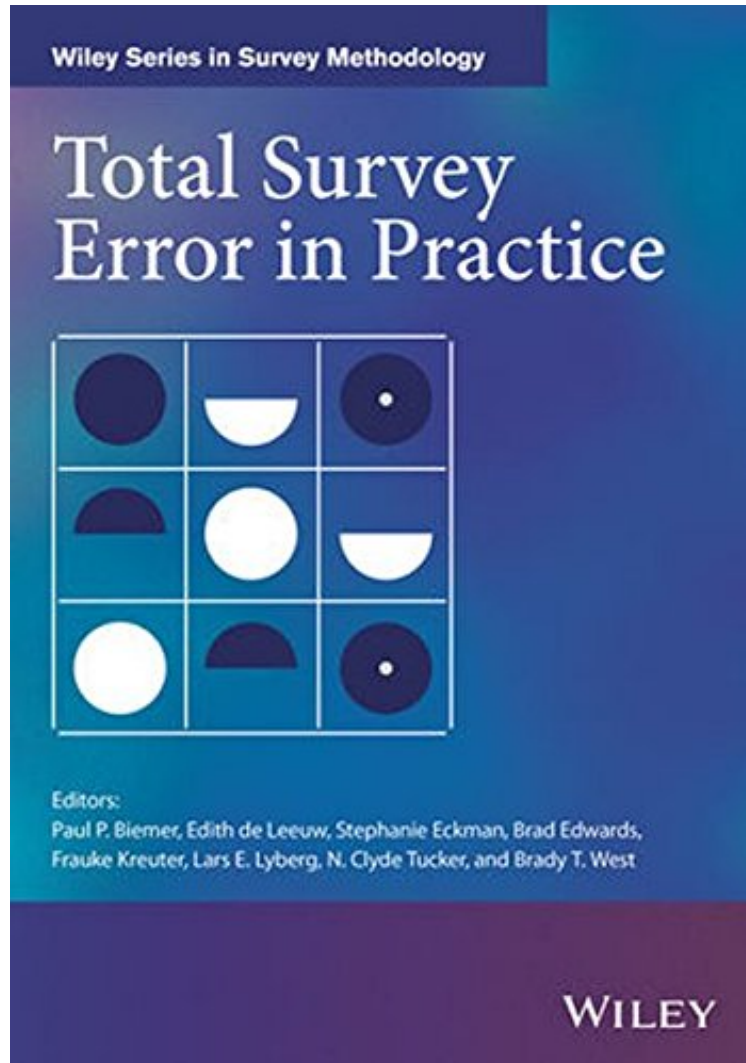


[Ebook pdf] Total Survey Error in Practice (Wiley Series in Survey Methodology)

Total Survey Error in Practice (Wiley Series in Survey Methodology)

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From Wiley : Total Survey Error in Practice (Wiley Series in Survey Methodology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Total Survey Error in Practice (Wiley Series in Survey Methodology):

0 of 0 people found the following review helpful. Superb resource for academic researchers or for use as a graduate level text.By AnCustomerSuperb. Starting in grad school I took a fellowship with the CDC - in large part - spending most of my time reviewing the integrity of published academic research. It was probably one of the most dull

fellowships to be found but taught me an immense amount about bad research design, commonly encountered problems that still managed to get published in the most notorious academic research journals. I'd like to say the situation has improved over the years but if anything, it's worse. This book tackles one of the most basic foundation topics - total survey error. Beginning with a brief history, initially I expected this to be more or less the same information I covered decades ago. Fortunately that was not the case. By chapter two, Twitter error was tackled - much to my delight - followed by even more timely, updated and relevant information for topics ranging from social media to big data, multi-national data to texting...I was absolutely enthralled by the depth and breadth of the topics covered. In an era where many text books are being "watered down", this is a refreshing exception. It provides all the detail desired in a clear, comprehensive and complete manner. No, it's not easy reading but it is appropriate for professional use. Superb resource for academic researchers or for use as a graduate level text. 0 of 0 people found the following review helpful. A must have for large businesses By Neal Reynolds This is a guide made to help make important decisions especially in business as well as in public policy. It's a Wiley publication and as one would expect, it's comprehensive. It enables one to find more efficient ways of collecting and processing data. This is a must have for large business interests. .

Featuring a timely presentation of total survey error (TSE), this edited volume introduces valuable tools for understanding and improving survey data quality in the context of evolving large-scale data sets This book provides an overview of the TSE framework and current TSE research as related to survey design, data collection, estimation, and analysis. It recognizes that survey data affects many public policy and business decisions and thus focuses on the framework for understanding and improving survey data quality. The book also addresses issues with data quality in official statistics and in social, opinion, and market research as these fields continue to evolve, leading to larger and messier data sets. This perspective challenges survey organizations to find ways to collect and process data more efficiently without sacrificing quality. The volume consists of the most up-to-date research and reporting from over 70 contributors representing the best academics and researchers from a range of fields. The chapters are broken out into five main sections: The Concept of TSE and the TSE Paradigm, Implications for Survey Design, Data Collection and Data Processing Applications, Evaluation and Improvement, and Estimation and Analysis. Each chapter introduces and examines multiple error sources, such as sampling error, measurement error, and nonresponse error, which often offer the greatest risks to data quality, while also encouraging readers not to lose sight of the less commonly studied error sources, such as coverage error, processing error, and specification error. The book also notes the relationships between errors and the ways in which efforts to reduce one type can increase another, resulting in an estimate with larger total error. This book: Features various error sources, and the complex relationships between them, in 25 high-quality chapters on the most up-to-date research in the field of TSE Provides comprehensive reviews of the literature on error sources as well as data collection approaches and estimation methods to reduce their effects Presents examples of recent international events that demonstrate the effects of data error, the importance of survey data quality, and the real-world issues that arise from these errors Spans the four pillars of the total survey error paradigm (design, data collection, evaluation and analysis) to address key data quality issues in official statistics and survey research Total Survey Error in Practice is a reference for survey researchers and data scientists in research areas that include social science, public opinion, public policy, and business. It can also be used as a textbook or supplementary material for a graduate-level course in survey research methods. Paul P. Biemer, PhD, is distinguished fellow at RTI International and associate director of Survey Research and Development at the Odum Institute, University of North Carolina, USA. Edith de Leeuw, PhD, is professor of survey methodology in the Department of Methodology and Statistics at Utrecht University, the Netherlands. Stephanie Eckman, PhD, is fellow at RTI International, USA. Brad Edwards is vice president, director of Field Services, and deputy area director at Westat, USA. Frauke Kreuter, PhD, is professor and director of the Joint Program in Survey Methodology, University of Maryland, USA; professor of statistics and methodology at the University of Mannheim, Germany; and head of the Statistical Methods Research Department at the Institute for Employment Research, Germany. Lars E. Lyberg, PhD, is senior advisor at Inizio, Sweden. N. Clyde Tucker, PhD, is principal survey methodologist at the American Institutes for Research, USA. Brady T. West, PhD, is research associate professor in the Survey Research Center, located within the Institute for Social Research at the University of Michigan (U-M), and also serves as statistical consultant on the Consulting for Statistics, Computing and Analytics Research (CSCAR) team at U-M, USA.

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