



Social Surveys 2 (SAGE Benchmarks in Social Research Methods)



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Surveys are undisputedly a core method of social research. David de Vaus, the acknowledged expert in the field, has collected a second set of essential readings in the field. Social Surveys 2 makes available a much more substantial source of information about survey research and extends the coverage of the first four volumes. It will enable researchers to make better informed judgements about the use of the survey method and to implement their survey in the most effective, efficient and error-free way.

Volume 1 presents the history, ethics and criticism of survey research. Coverage includes the history of surveying subjective phenomena and sampling; questions of privacy, anonymity and honesty; practice standards; and technical and methodological criticism - as well as a defense of survey research.

Volume 2 thoroughly examines survey instruments and data sources. Topics examined include questionnaires, interviews, official statistics, secondary data and multi mode methods.

Volume 3 presents survey applications: using surveys to measure change, surveys in cross-national research and surveys as a tool for measuring subjective phenomena.

Volume 4 focuses survey quality, giving an overview of the range of matters that impinge on survey data and on ways to improve the quality.



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