



DOWNLOAD



Social and Behavioral Research and the Internet: Advances in Applied Methods and Research Strategies

By -

Taylor Francis Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. Highlighting the progress made by researchers in using Web-based surveys for data collection, this timely volume summarizes the experiences of leading behavioral and social scientists from Europe and the US who collected data using the Internet. Some chapters present theory, methodology, design, and implementation, while others focus on best practice examples and/or issues such as data quality and understanding paradata. A number of contributors applied innovative Web-based research methods to the LISS panel of CentERdata collected from over 5,000 Dutch households. Their findings are presented in the book. Some of the data is available on the book website. The book addresses practical issues such as data quality, how to reach difficult target groups, how to design a survey to maximize response, and ethical issues that need to be considered. Innovative applications such as the use of biomarkers and eye-tracking techniques are also explored. Part 1 provides an overview of Internet survey research including its methodologies, strengths, challenges, and best practices. Innovative ways to minimize sources of error are provided along with a review of mixed-mode designs, how to design a...



READ ONLINE
[1.95 MB]

Reviews

Excellent eBook and useful one. it was actually writtern extremely perfectly and useful. You wont truly feel monotony at at any time of your time (that's what catalogues are for about when you question me).

-- Zora Koch IV

This is the best ebook we have read till now. I was able to comprehended almost everything out of this created e book. I realized this ebook from my dad and i suggested this publication to discover.

-- Everett Mertz