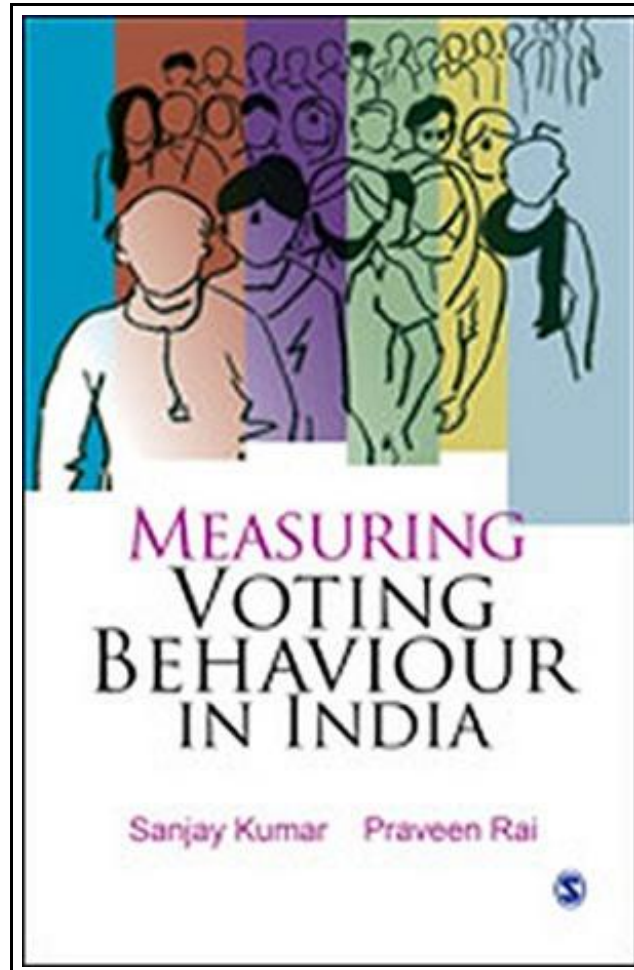


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SAGE Publications India Pvt Ltd. Paperback. Book Condition: new. BRAND NEW, Measuring Voting Behaviour in India, Sanjay Kumar, Praveen Rai, Measuring Voting Behaviour in India captures the dynamics of multiple methodologies used for measuring voting behavior in India in the past and present. The authors elaborate on various methods that are used for measuring voters' opinions, attitudes, and perceptions. They discuss the advantages and disadvantages of each method to capture the multiplicity of the electoral experience of diverse voters across different settings in India. This they accomplish utilizing their long experience of conducting national- and state-level election surveys in India and by simultaneous studies using different methodologies. The authors trace the tradition of measuring voting behavior in India from a historical perspective, beginning with a constituency-level study of the Poona Lok Sabha constituency in 1967. They move on to discuss in great detail the survey method for measuring voting behavior widely used in the 1990s and even after that. The book introduces to the readers details of conducting election surveys, that is, sampling, questionnaire design, field work and data collection, data entry and analysis, and challenges in estimating vote share based on surveys. It also delves into the various challenges and hurdles in translating vote estimates into seat estimates, with the nature of the political contest varying from one state to another. The book poses the major challenges in measuring the voting behavior of Indian voters and tries to offer possible solutions to meet these challenges.



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