



# **Survey Methodology (Wiley Series in Survey Methodology)**

*Robert M. Groves, Floyd J. Fowler, Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau*

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- Updated explanations of sampling frame issues for mobile telephone and web surveys
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- The latest research findings on effective questionnaire development techniques
- The addition of 50% more exercises at the end of each chapter, illustrating basic principles of survey design
- An expanded FAQ chapter that addresses the concerns that accompany newly established methods

Providing valuable and informative perspectives on the most modern methods in the field, *Survey Methodology*, Second Edition is an ideal book for survey research courses at the upper-undergraduate and graduate levels. It is also an indispensable reference for practicing survey methodologists and any professional who employs survey research methods.



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