



Web Survey Methodology (Research Methods for Social Scientists)

Mario Callegaro, Katja Lozar Manfreda, Vasja Vehovar

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Web Survey Methodology guides the reader through the past fifteen years of research in web survey methodology. It both provides practical guidance on the latest techniques for collecting valid and reliable data and offers a comprehensive overview of research issues. Core topics from preparation to questionnaire design, recruitment testing to analysis and survey software are all covered in a systematic and insightful way. The reader will be exposed to key concepts and key findings in the literature, covering measurement, non-response, adjustments, paradata, and cost issues. The book also discusses the hottest research topics in survey research today, such as internet panels, virtual interviewing, mobile surveys and the integration with passive measurements, e-social sciences, mixed modes and business intelligence.

The book is intended for students, practitioners, and researchers in fields such as survey and market research, psychological research, official statistics and customer satisfaction research.

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