Contents

Part I Introduction to Issues of Survey Methodology

1 Introduction ........................................ 3
Lior Gideon

2 Classification of Surveys ............................. 7
Ineke Stoop and Eric Harrison

3 Survey Research Ethics ............................ 23
Robert W. Oldendick

4 An Overlooked Approach in Survey Research:
Total Survey Error .................................. 37
René Bautista

Part II Designing The Survey

5 Common Survey Sampling Techniques ............. 53
Mary Hibberts, R. Burke Johnson and Kenneth Hudson

6 Frames, Framing Effects, and Survey Responses .... 75
Loretta J. Stalans

7 The Art of Question Phrasing ....................... 91
Lior Gideon

8 Interviewing ......................................... 109
Lior Gideon and Peter Moskos
Part III  Response and Non-response Errors

9 Unit Non-Response Due to Refusal .......................... 121
   Ineke Stoop

10 Non-Response and Measurement Error ........................ 149
   Jaak Billiet and Hideko Matsuo

11 Why People Agree to Participate in Surveys ............. 179
   Gerald Albaum and Scott M. Smith

12 Respondents Cooperation: Demographic Profile of Survey Respondents and Its Implication ............ 195
   Patrick Glaser

13 Effects of Incentives in Surveys ......................... 209
   Vera Toepoel

Part IV  Survey Designs, Modes and Applications

14 Designing the Face-to-Face Survey .................... 227
   W. Lawrence Neuman

15 Repeated Cross-Sectional Surveys Using FTF .......... 249
   Ineke Stoop and Eric Harrison

16 Costs and Errors in Fixed and Mobile Phone Surveys . . . 277
   Vasja Vehovar, Ana Slavec and Nejc Berzelak

17 Mail Survey in Social Research .......................... 297
   Alana Henninger and Hung-En Sung

18 E-Mail Surveys ........................................... 313
   Gustavo Mesch

19 Increasing Response Rate in Web-Based/Internet Surveys .......................... 327
   Amber N. Manzo and Jennifer M. Burke

20 Building Your Own Online Panel Via E-Mail and Other Digital Media .......................... 345
   Vera Toepoel

21 Does Paying More Mean Getting a Better Product: Comparison of Modes of Survey Administration . . . . . 361
   Beau Shine and Brandon Dulisse
Part V  Sensitive and Difficult Survey Topics

22  Sensitive Issues in Surveys: Reducing Refusals While Increasing Reliability and Quality of Responses to Sensitive Survey Items .......................... Susan McNeeley

23  Researching Difficult Populations: Interviewing Techniques and Methodological Issues in Face-to-Face Interviews in the Study of Organized Crime .................... Jana Arsovska

24  What Survey Modes are Most Effective in Eliciting Self-Reports of Criminal or Delinquent Behavior? Gary Kleck and Kelly Roberts

Part VI  Survey Designs and Construction


26  What Would You Do? Conducting Web-Based Factorial Vignette Surveys ............................................ Hadar Aviram

Part VII  Special Issues in Survey Methodology

27  Comparability of Survey Measurements ........................................ Daniel L. Oberski

28  Employee Surveys as Catalysts for Change: Turning Data into Action ................................................ Patrick Hyland and Orly Dotan-Eliaz

Index .................................................................
Handbook of Survey Methodology for the Social Sciences
Gideon, L. (Ed.)
2012, XVIII, 520 p. 60 illus., Hardcover