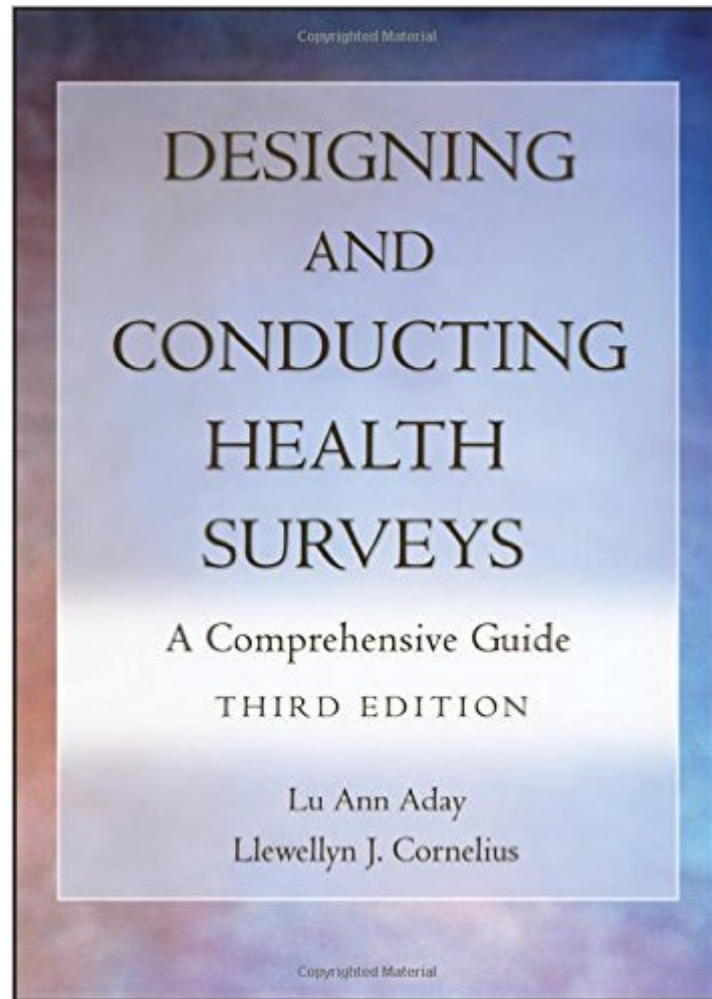


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Designing And Conducting Health Surveys: A Comprehensive Guide



Synopsis

Designing and Conducting Health Surveys is written for students, teachers, researchers, and anyone who conducts health surveys. This third edition of the standard reference in the field draws heavily on the most recent methodological research on survey design and the rich storehouse of insights and implications provided by cognitive research on question and questionnaire design in particular. This important resource presents a total survey error framework that is a useful compass for charting the dangerous waters between systematic and random errors that inevitably accompany the survey design enterprise. In addition, three new studies based on national, international, and state and local surveysâthe UNICEF Multiple Indicator Cluster Surveys, California Health Interview Survey, and National Dental Malpractice Surveyâare detailed that illustrate the range of design alternatives available at each stage of developing a survey and provide a sound basis for choosing among them.

Book Information

Hardcover: 544 pages

Publisher: Jossey-Bass; 3 edition (April 14, 2006)

Language: English

ISBN-10: 0787975605

ISBN-13: 978-0787975609

Product Dimensions: 7.3 x 1.6 x 9.6 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂÂ See all reviewsÂ (7 customer reviews)

Best Sellers Rank: #347,500 in Books (See Top 100 in Books) #138 inÂ Books > Medical Books > Basic Sciences > Biostatistics #247 inÂ Books > Medical Books > Research #249 inÂ Books > Medical Books > Administration & Medicine Economics > Hospital Administration

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Excellent text. Good design and comprehensive subject matter.

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