



## **Survey Measurements: Techniques, Data Quality and Sources of Error**

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# Survey Measurements: Techniques, Data Quality and Sources of Error

## Survey Measurements: Techniques, Data Quality and Sources of Error

The accuracy of a survey is directly affected by how the survey is presented, how the questions are worded, and what the format is for responses. In addition, survey methods continue to develop at an accelerating rate to keep step with technological demands. Consequently, research on survey methods themselves is essential to ensuring accurate data. *Survey Measurements* presents the most up to date findings in this field. Exploring the effects of survey question format and survey type on data quality as well as developments in the treatment of missing data, an international collection of contributors addresses such key topics as motivated misreporting; audio-recording of open-ended questions; framing effects; multitrait-multimethod matrix modeling; web, mobile web, and mixed-mode research; experience sampling; estimates of change; and multiple imputation. This book will be a vital resource for teachers and students of survey methodology, advanced data analysis, applied survey research, and a variety of disciplines including the social sciences, public health research, epidemiology, and psychology.

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