

## The SAGE Handbook of Survey Methodology



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Survey Methodology is becoming a more structured field of research, deserving of more and more academic attention. **The SAGE Handbook of Survey Methodology** explores both the increasingly scientific endeavour of surveys and their growing complexity, as different data collection modes and information sources are combined.

The handbook takes a global approach, with a team of international experts looking at local and national specificities, as well as problems of cross-national, comparative survey research. The chapters are organized into seven major sections, each of which represents a stage in the survey life-cycle:

- Surveys and Societies
- Planning a Survey
- Measurement
- Sampling
- Data Collection
- Preparing Data for Use
- Assessing and Improving Data Quality

The SAGE Handbook of Survey Methodology is a landmark and essential tool for any scholar within the social sciences.

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