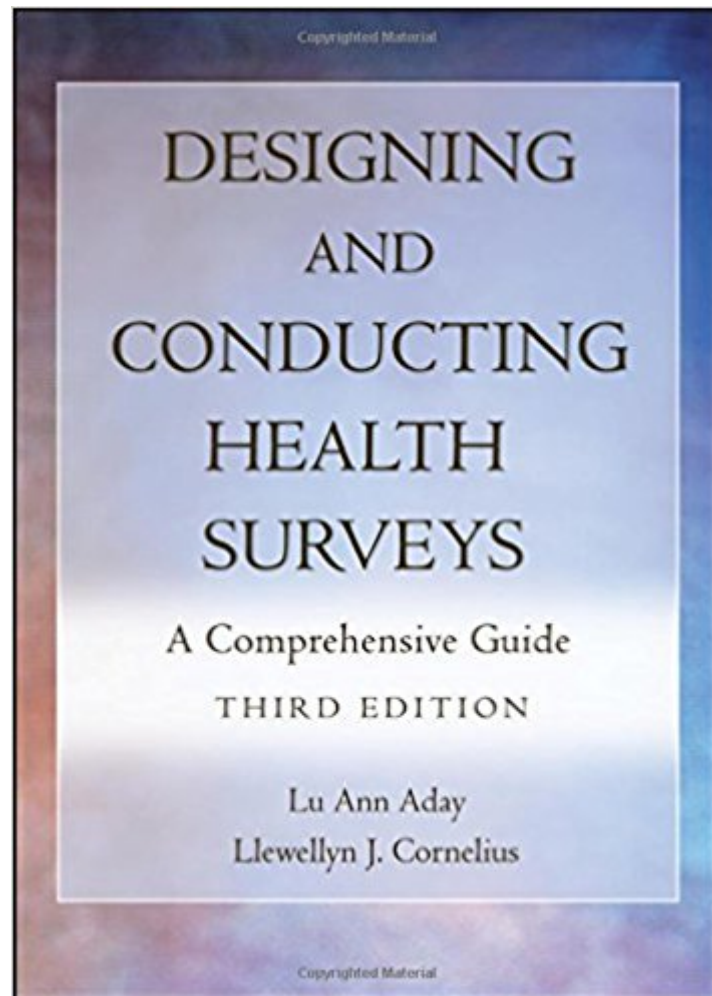




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# **Designing And Conducting Health Surveys: A Comprehensive Guide**



## 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 surveys—the UNICEF Multiple Indicator Cluster Surveys, California Health Interview Survey, and National Dental Malpractice Survey—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

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"In this era of tailoring the design of surveys for specific populations, Aday and Cornelius have produced a much-needed text. It breaks with the trend towards highly specialized books on one or two aspects of surveying to cover all steps in the process. This book will help students get the big picture while learning the details of the entire survey process, from hypothesis formulation and measurement to writing the final report. Because of its breadth--a rarity among current survey books--its influence outside the health sciences will be large." ?Don A. Dillman, Regents Professor and the Thomas S. Foley Distinguished Professor of Government and Public Policy in the

Department of Sociology and Department of Community and Rural Sociology, Washington State University "Aday and Cornelius have created a comprehensive volume that is impressive in both breadth and depth and that expertly covers the range of topics that health survey researchers, and survey researchers in general, need to master. As both a training tool and reference, this book is a tremendously valuable resource." ?Gordon Willis, Ph.D., associate professor, Joint Program for Survey Methodology, University of Maryland

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This book was recommended by my dissertation chair - Thank you Dr. Jimenez. I'm working on my PhD in Public Health and found the layout of the book helpful, easy to follow, and the examples are supportive in relation to the chapter topics. Thank you Dr. Aday as well for authoring the textbook/guide. Sincerely, Richard Schultz Walden University

Excellent text. Good design and comprehensive subject matter.

Fast Shipping! Item was as described!

Awesome book! I will keep it as a very valuable resource...

This book wasn't too useful and the only reason I got it was for a class. I shouldn't have bought it,

and instead borrowed it from the library the very few times I actually used it. A lot of what the chapters try to "teach" you is common sense, and there is the occasional information that is actually useful. A very so-so book, I've had worse texts. Before purchasing, find out if you can borrow it from your school library instead, and save yourself some money.

Well...it's like a "survey research methods" version of Frumkin's "Environmental Health" - even the text and chapter layout styles are the same. But unlike Frumkin, this book (honestly speaking) is not really interesting. VERY DRY. More useful as a paper weight (but so much more expensive than a big piece of concrete you might've found outside on the sidewalk...). Ok, as you can probably tell, I'm not really into this book or subject. I had to get it for a class. When you read through the book, you can tell that there are some "topics" that the authors glaze over because obviously, there really isn't much to talk about and there really isn't much "research" that has been done on that topic. I'm sure when the authors wrote this book, it was really hard to fill the pages. Maybe that's why in this edition, they've added a second author to fill in some space with internet-based surveys. Otherwise, concerning the seller I purchased this book from, they were really great. I bought the book as used, and when I received it within three days, the book was in a just-like-new condition as the seller promised. :D

book was in great condition and is very helpful in designing surveys for my class. wish it would have arrived sooner but it's still a great buy nonetheless.

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