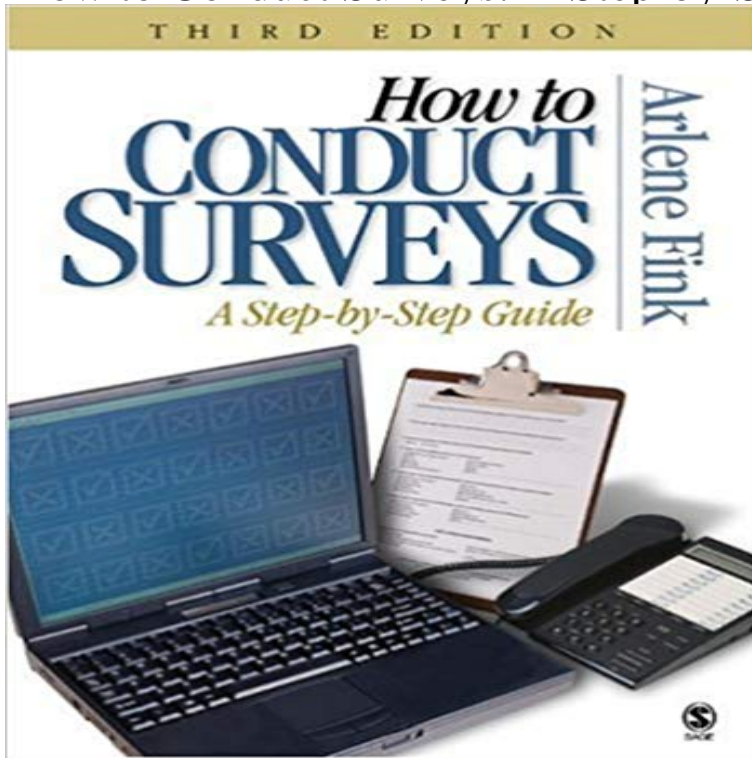


How to Conduct Surveys: A Step-by-Step Guide



The popular book that has helped readers to organize a rigorous survey and evaluate the credibility of other surveys by giving them practical, step-by-step advice, has been updated and revised with new content, references, and examples. The Third Edition of *How to Conduct Surveys: A Step-by-Step Guide* focuses on the issues in survey research that have become prominent since the publication of the bestselling Second Edition. Writing in a clear and accessible style, author Arlene Fink once again provides students with new information on computer-assisted and interactive surveys, guidelines for preparing informed consent statements for survey respondents, new survey data analysis techniques, and much more!

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