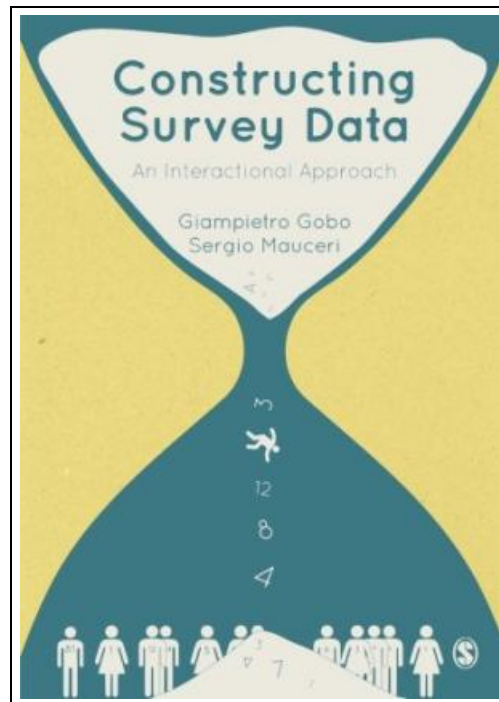


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Reviews

The publication is great and fantastic. It can be filled with knowledge and wisdom You wont truly feel monotony at at any moment of your time (that's what catalogues are for about if you ask me).

(Dr. Marcos Grimes III)

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Sage Publications Ltd, United Kingdom, 2014. Paperback. Condition: New. Translation. Language: English . Brand New Book. Engaging and informative, this book provides students and researchers with a pragmatic, new perspective on the process of collecting survey data. By proposing a post-positivist, interviewee-centred approach, it improves the quality and impact of survey data by emphasising the interaction between interviewer and interviewee. Extending the conventional methodology with contributions from linguistics, anthropology, cognitive studies and ethnomethodology, Gobo and Mauceri analyse the answering process in structured interviews built around questionnaires. The following key areas are explored in detail: An historical overview of survey researchThe process of preparing the survey and designing data collectionThe methods of detecting bias and improving data qualityThe strategies for combining quantitative and qualitative approachesThe survey within global and local contexts Incorporating the work of experts in interpersonal and intercultural relations, this book offers readers an intriguing critical perspective on survey research. Giampietro Gobo, Ph.D., is Professor of Methodology of Social Research and Evaluation Methods at the Department of Social and Political Studies - University of Milan. He has published over fifty articles in the areas of qualitative and quantitative methods. His books include *Doing Ethnography* (Sage 2008) and *Qualitative Research Practice* (Sage 2004, co-edited with C. Seale, J.F. Gubrium and D. Silverman). He is currently engaged in projects in the area of workplace studies. Sergio Mauceri, Ph.D., is Lecturer in Methodology of Social Sciences and teaches Quantitative and Qualitative Strategies of Social Research at the Department of Communication and Social Research - University of Rome `La Sapienza' . He has published several books and articles on data quality in survey research, mixed strategies, ethnic prejudice, multicultural cohabitation, delay in the transition to adulthood, worker well-being in call centres and homophobia.



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