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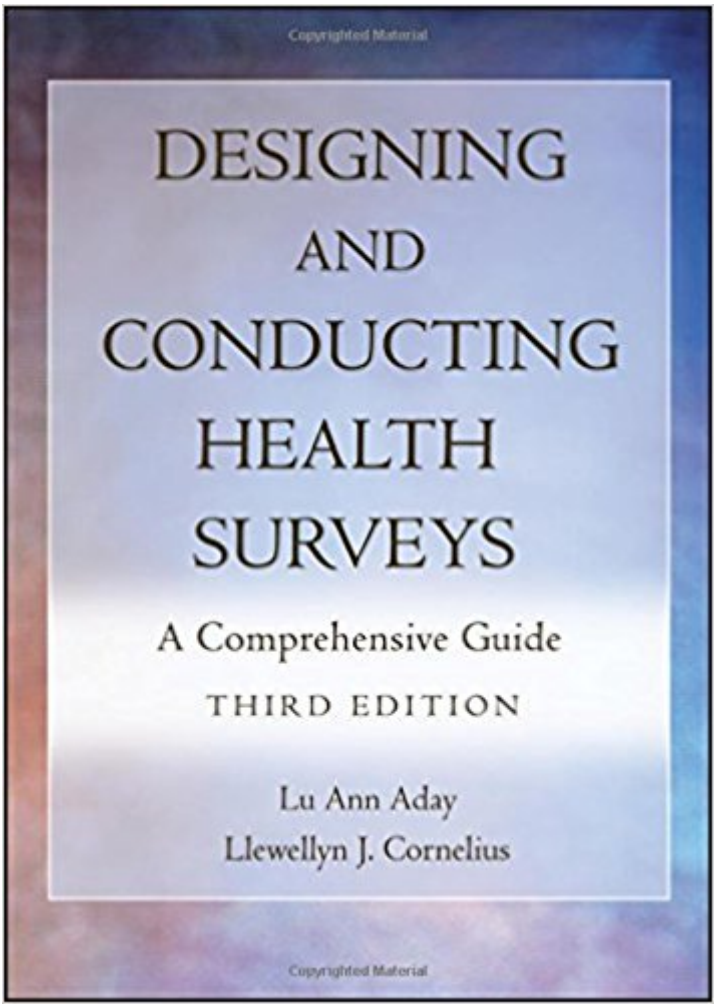
Designing And Conducting Health Surveys: A Comprehensive Guide



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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 surveysâ ”the UNICEF Multiple Indicator Cluster Surveys, California Health Interview Survey, and National Dental Malpractice Surveyâ ”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.

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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 SchultzWalden University

Excellent text. Good design and comprehensive subject matter.

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

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