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PUBLIC OPINION MEASUREMENT

A SURVEY

NUMBERED VOICES

HOW OPINION POLLING HAS SHAPED AMERICAN POLITICS

University of Chicago Press How are numbers generated by public opinion surveys used to describe the national mood? Why have they gained such widespread respect and power in American life? Do polls enhance democracy, or simply accelerate the erosion of public discourse? Quantifying the American mood through opinion polls has come to seem an unbiased means for assessing what people want. But in *Numbered Voices* Susan Herbst demonstrates that how public opinion is measured affects the ways that voters, legislators, and journalists conceive of it. Exploring the history of public opinion in the United States from the mid-nineteenth century to the present day, Herbst analyzes how quantitative descriptions of public opinion became so authoritative. She shows how numbers served instrumental functions, but symbolic ones as well: public opinion figures convey authority and not only neutral information. Case studies and numerous examples illustrate how and why quantitative public opinion data have been so critical during and between American elections. Herbst then addresses how the quantification of public opinion has affected contemporary politics, and its implications for the democratic process. She shows that opinion polling is attractive because of its scientific aura, but that surveys do not necessarily enhance public debate. On the contrary, Herbst argues, polling often causes us to ignore certain dimensions of public problems by narrowing the bounds of public debate. By scrutinizing the role of opinion polling in the United States, *Numbered Voices* forces us to ask difficult but fundamental questions about American politics - questions with important implications for the democratic process.

STUDIES IN PUBLIC OPINION

ATTITUDES, NONATTITUDES, MEASUREMENT ERROR, AND CHANGE

Princeton University Press In democratic societies, opinion polls play a vital role. But it has been demonstrated that many people do not have an opinion about major issues--the "nonattitudes" problem. Also, the framing of questions in different ways can generate very different estimates of public opinion--the "framing" effect. Both dilemmas raise questions about the competence of ordinary citizens to play the role a democratic society ostensibly expects of them. Although the impact of some factors is well established, particularly political information and sophistication, much is yet to be understood. Building on and reaching beyond themes in the work of Philip Converse, one of the pioneers in the study of public opinion, *Studies in Public Opinion* brings together a group of leading American and European social scientists to explore a number of new factors, with a particular emphasis on the structure of political choices. In twelve chapters that reflect different perspectives on how people form political opinions and how these opinions are manipulated, this book offers an unparalleled view of the state-of-the-art research on these important questions as it has developed on two continents. The contributors include Matthew K. Berent, Jaak Billiet, George Y. Bizer, Paul R. Brewer, John Bullock, Danielle Bütschi, Michael Guge, Hanspeter Kriesi, Jon A. Krosnick, Milton Lodge, Michael F. Meffert, Peter Neijens, Willem E. Saris, Paul M. Sniderman, Marco R. Steenbergen, Marc Swyngedouw, Sean M. Theriault, William van der Veld, Penny S. Visser, Hans Waeye, and John Zaller.

INTERNATIONAL DIRECTORY OF OPINION AND ATTITUDE RESEARCH

ENCYCLOPEDIA OF SURVEY RESEARCH METHODS

SAGE Publications In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the Encyclopedia of Survey Research Methods presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint.

WHAT PEOPLE THINK

ADVANCES IN PUBLIC OPINION MEASUREMENT USING ORDINAL VARIABLES

Surveys are a central part of political science. Without surveys, we would not know what people think about political issues. Survey experiments also enable us to test how people react to given treatments. Surveys and survey experiments are only as good as the analytical techniques we as researchers use, though. This applies particularly to how we use and measure variables. For ordinal variables, some of our current measurements and techniques are insufficient. Ordinal variables consist of ordered categories where the spacing between each category is uneven and not known. One example is education, one of the most important predictors of political behavior. The distances between education categories such as "Elementary School", "Some High School", and "High School Graduate" are not evenly spread. Current practice nonetheless often does not take this information into account. This could misrepresent the data and potentially distort results. My dissertation develops two methods to address this and applies them in original survey research. Chapter 2 develops a new method to improve the use of ordinal variables in blocking in survey experiments. Preliminary evidence suggests that the re-estimation of ordinal variable categories with an ordered probit approach might matter. Chapter 3 develops a new method to treat missing survey data with ordinal variables. The results show that the method performs worse than existing software, with exceptions in specific cases. Chapter 4 applies both methods in an online survey experiment that tests morality and self-interest in political framing. The results confirm the findings from the previous chapters and show tentative evidence for the importance of morality in issue-opposing frames.

ENCYCLOPEDIA OF SURVEY RESEARCH METHODS

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PUBLIC OPINION

MEASURING THE AMERICAN MIND

Rowman & Littlefield Publishers The new edition of this popular textbook provides a comprehensive, accessible introduction to public opinion in the United States and describes how public opinion data are collected, how they are used, and the role they play in the U.S. political system. Bardes and Oldendick introduce students to the history of polling and explain the factors a good consumer of polls should know in order to evaluate public opinion data. Public Opinion: Measuring the American Mind is the only text to devote significant space to the history of polling, the use of polling in America today, and to explain the methods used for survey research. In addition, Bardes & Oldendick engage students by providing in-depth coverage of public opinion on issues—social welfare, gun control, death penalty, abortion, gay rights, civil rights, and foreign policy—over time and with an analysis of group differences for each subject. This lively, engaging text combines a comprehensive grounding in the nuts and bolts of the field with up-to-date, real-world examples.

THE SAGE HANDBOOK OF SURVEY METHODOLOGY

SAGE 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.

MEDIA AUDIENCES

EFFECTS, USERS, INSTITUTIONS, AND POWER

SAGE Publications Whether we are watching TV, surfing the Internet, listening to our iPods, or reading a novel, we all engage with media as an audience. Despite the widespread use of this term in our popular culture, the meaning of the "audience" is complex, and it has undergone significant historical shifts as new forms of mediated communication have developed from print, telegraphy, and radio to film, television, and the Internet. John L. Sullivan's second edition of *Media Audiences: Effects, Users, Institutions, and Power* explores the concept of media audiences from four broad perspectives: as "victims" of mass media, as market constructions & commodities, as users of media, and as producers & subcultures of mass media. The goal is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to institutional media producers.

JOURNAL OF ECONOMIC AND SOCIAL MEASUREMENT

HEALTH MEASUREMENT SCALES

A PRACTICAL GUIDE TO THEIR DEVELOPMENT AND USE

OUP Oxford Clinicians and those in health sciences are frequently called upon to measure subjective states such as attitudes, feelings, quality of life, educational achievement and aptitude, and learning style in their patients. This fifth edition of *Health Measurement Scales* enables these groups to both develop scales to measure non-tangible health outcomes, and better evaluate and differentiate between existing tools. *Health Measurement Scales* is the ultimate guide to developing and validating measurement scales that are to be used in the health sciences. The book covers how the individual items are developed; various biases that can affect responses (e.g. social desirability, yea-saying, framing); various response options; how to select the best items in the set; how to combine them into a scale; and finally how to determine the reliability and validity of the scale. It concludes with a discussion of ethical issues that may be encountered, and guidelines for reporting the results of the scale development process. Appendices include a comprehensive guide to finding existing scales, and a brief introduction to exploratory and confirmatory factor analysis, making this book a must-read for any practitioner dealing with this kind of data.

MEASURING YOUR PUBLIC RELATIONS

A GUIDE TO RESEARCH PROBLEMS, METHODS, AND FINDINGS

MEDIA PLURALISM AND DIVERSITY

CONCEPTS, RISKS AND GLOBAL TRENDS

Springer Adopting a truly global, theoretical and multidisciplinary perspective, *Media Pluralism and Diversity* intends to advance our understanding of media pluralism across the globe. It compares metrics that have been developed in different parts of the world to assess levels of, or threats to, media pluralism.

DEPARTMENT OF DEFENSE AUTHORIZATION FOR APPROPRIATIONS FOR FISCAL YEAR 2001 AND THE FUTURE YEARS DEFENSE PROGRAM: FEBRUARY 8, 10, 29; MARCH 1, 7, 9, 2000

TRIAL COURT PERFORMANCE STANDARDS AND MEASUREMENT SYSTEM IMPLEMENTATION MANUAL

NAVIGATING PUBLIC OPINION

POLLS, POLICY, AND THE FUTURE OF AMERICAN DEMOCRACY

Oxford University Press Do politicians listen to the public? How often and when? Or are the views of the public manipulated or used strategically by political and economic elites? Navigating Public Opinion brings together leading scholars of American politics to assess and debate these questions. It describes how the relationship between opinion and policy has changed over time; how key political actors use public opinion to formulate domestic and foreign policy; and how new measurement techniques might improve our understanding of public opinion in contemporary polling and survey research. The distinguished contributors shed new light on several long-standing controversies over policy responsiveness to public opinion. Featuring a new analysis by Robert Erikson, Michael MacKuen, and James Stimson that builds from their pathbreaking work on how public mood moves policy in a macro-model of policymaking, the volume also includes several critiques of this model by Lawrence Jacobs and Robert Shapiro, another critique by G. William Domhoff, and a rejoinder by Erikson and his coauthors. Other highlights include discussions of how political elites, including state-level policymakers, presidents, and makers of foreign policy, use (or shape) public opinion; and analyses of new methods for measuring public opinion such as survey-based experiments, probabilistic polling methods, non-survey-based measures of public opinion, and the potential and limitations of Internet polls and surveys. Introductory and concluding essays provide useful background context and offer an authoritative summary of what is known about how public opinion influences public policy. A must-have for all students of American politics, public opinion, and polling, this state-of-the-art collection addresses issues that lie at the heart of democratic governance today.

UNDERSTANDING AMERICAN POLITICS, SECOND EDITION

University of Toronto Press Understanding American Politics provides a unique introduction to the contemporary political landscape of the United States by using as its core organizing feature the idea of "American exceptionalism," a concept that is at least as old as Tocqueville's study of American democracy. The second edition of Understanding American Politics maintains the unique strengths of the first edition while offering improved coverage of political institutions. A single omnibus chapter on institutions has been reorganized and split into three separate chapters on Congress, the presidency, and the courts. A new chapter on public opinion has also been included, and the chapter on religion and politics has been completely rewritten with a deeper appreciation of religion's influential role. The book has been revised throughout, taking into account the dramatic changes that have emerged since the 2010 congressional elections and the 2012 presidential election. The text also pays close attention to what is seen as the irreversible decline in America's global influence. Visit www.utpamericanpolitics.com for additional resources.

THE SAGE HANDBOOK OF PUBLIC OPINION RESEARCH

SAGE 'Some of the most experienced and thoughtful research experts in the world have contributed to this comprehensive Handbook, which should have a place on every serious survey researcher's bookshelf' - Sir Robert Worcester, Founder of MORI and President of WAPOR '82-'84. 'This is the book I have been waiting for. It not only reflects the state of the art, but will most likely also shape public opinion on public opinion research' - Olof Petersson, Professor of political science, SNS, Stockholm, Sweden 'The Handbook of Public Opinion Research is very authoritative, well organized, and sensitive to key issues in opinion research around the world. It will be my first choice as a general reference book for orienting users and training producers of opinion polls in Southeast Asia' - Mahar K. Mangahas, Ph.D., President of Social Weather Stations, Philippines (www.sws.org.ph) 'This is the most comprehensive book on public opinion research to date' - Robert Ting-Yiu Chung, Secretary-Treasurer, World Association for Public Opinion Research (WAPOR); Director of Public Opinion Programme, The University of Hong Kong Public opinion theory and research are becoming increasingly significant in modern societies as people's attitudes and behaviours become ever more volatile and opinion poll data becomes ever more readily available. This major new Handbook is the first to bring together into one volume the whole field of public opinion theory, research methodology, and the political and social embeddedness of polls in modern societies. It comprehensively maps out the state-of-the-art in contemporary scholarship on these topics. With over fifty chapters written by distinguished international researchers, both academic and from the commercial sector, this Handbook is designed to: - give the reader an overview of the most important concepts included in and surrounding the term 'public opinion' and its application in modern social research - present the basic empirical concepts for assessing public opinion and opinion changes in society - provide an overview of the social, political and legal status of public opinion research, how it is perceived by the public and by journalists, and how it is used by governments - offer a review of the role and use of surveys for selected special fields of

application, ranging from their use in legal cases to the use of polls in marketing and campaigns. The Handbook of Public Opinion Research provides an indispensable resource for both practitioners and students alike.

A REVIEW OF METHODS FOR MEASURING PUBLIC TRANSPORTATION NEEDS

THE SUPERPOLLSTERS

HOW THEY MEASURE AND MANIPULATE PUBLIC OPINION IN AMERICA

Thunder's Mouth Press An history of polling and pollsters challenges the legitimacy of the methods and practices that may create an illusion of public opinion rather than measure it. National ad/promo.

FUNDAMENTALS OF EDUCATIONAL MEASUREMENT WITH THE ELEMENTS OF STATISTICAL METHOD

This book is an attempt to bridge, in part, a gap between theory and practice in educational tests and measurements. Most of the books on the subject have been rather technical, pre-supposing considerable training on the part of readers, or they have been manuals of directions for giving the tests and scoring the papers, with little reference to the problems confronting those attempting to measure educational processes and products. This book deals with this subject in an evolutionary fashion so that teachers and students may see how problems have arisen, the attempts at solutions, and therefore understand the principles of testing and measurement. The book aims to present these fundamental principles, as far as possible, in non-technical language, and to confine the statistical treatment of the data to simple operations in arithmetic.

CRACKING THE AP U. S. GOVERNMENT AND POLITICS EXAM 2016, PREMIUM EDITION

Princeton Review Everything you need to help score. A perfect equip yourself to ace the AP U.S. government & politics exam with The Princeton Review's comprehensive study guide--including thorough content reviews, targeted strategies for every questions, and practice tests with complete answer explanations.

PENNSYLVANIA HISTORY

Includes section "Book reviews and Book notices."

WAYS OF KNOWING IN HCI

Springer Science & Business This textbook brings together both new and traditional research methods in Human Computer Interaction (HCI). Research methods include interviews and observations, ethnography, grounded theory and analysis of digital traces of behavior. Readers will gain an understanding of the type of knowledge each method provides, its disciplinary roots and how each contributes to understanding users, user behavior and the context of use. The background context, clear explanations and sample exercises make this an ideal textbook for graduate students, as well as a valuable reference for researchers and practitioners. 'It is an impressive collection in terms of the level of detail and variety.' (M. Sasikumar, ACM Computing Reviews #CR144066)

BERKSHIRE ENCYCLOPEDIA OF SUSTAINABILITY 6/10

MEASUREMENTS, INDICATORS, AND RESEARCH METHODS FOR SUSTAINABILITY

Berkshire Publishing Group Measurements, Indicators, and Research Methods for Sustainability presents a thorough and accessible overview of the ways in which sustainability is charted worldwide. Some articles introduce basic concepts, such as quantitative versus qualitative data or the weak versus strong sustainability debate; others examine how indicators in specific areas (climate change and soil conservation, agriculture, and mining) have been applied (or not) to different regions. Research analysts explain the modes and media through which these measurements are broadcast, stressing the importance of developing methods that can be understood by both experts and ordinary citizens. They also examine the process of monitoring, itself a controversial topic affecting national or international policy, law, rules, and regulations.

INTERNATIONAL HANDBOOK OF SURVEY METHODOLOGY

Routledge Taking into account both traditional and emerging modes, this comprehensive new Handbook covers all major methodological and statistical issues in designing and analyzing surveys. With contributions from the world's leading survey methodologists and statisticians, this invaluable new resource provides guidance on collecting survey data and creating meaningful results. Featuring examples from a variety of countries, the book reviews such things as how to deal with sample designs, write survey questions, and collect data on the Internet. A thorough review of the procedures associated with multiple modes of collecting sample survey information and applying that combination of methods that fit the situation best is included. The International Handbook of Survey Methodology opens with the foundations of survey design, ranging from sources of error, to ethical issues. This is followed by a section on design that reviews sampling challenges and tips on writing and testing questions for multiple methods. Part three focuses on data collection, from face-to-face interviews, to Internet and interactive voice response, to special challenges involved in mixing these modes within one survey. Analyzing data from both simple and complex surveys is then explored, as well as procedures for adjusting data. The book concludes with a discussion of maintaining quality. Intended for advanced students and researchers in the behavioral, social, and health sciences, this "must have" resource will appeal to those interested in conducting or using survey data from anywhere in the world, especially those interested in comparing results across countries. The book also serves as a state-of-the-art text for graduate level courses and seminars on survey methodology. A companion website contains additional readings and examples.

POLLING AMERICA: P - Z

Greenwood Publishing Group The term "public opinion" means the feeling or sentiment shared by most people, the voice of the people. This definition may be simple, but it is often difficult to determine what the public's opinion is on any given issue and how to interpret its meaning. This two-volume encyclopedia defines and discusses the history and development of public opinion as a concept in democracy, major public opinion controversies in American politics, and the science and methods of opinion polling. Over 170 signed entries explain the major concepts, people, historical events, organizations, practice and theory, and measurement methods of public opinion and political opinion polling in the United States.

JOURNALISM

McGraw-Hill Education (UK) "...this book can be recommended to journalism students as a useful entry point into many of the debates surrounding 21st century journalism, and as a way of encouraging thought about what, indeed, a journalist may be." Tony Harcup, University of Sheffield What are the key issues confronting journalism today, and why? What are the important debates regarding the forms and practices of reporting? How can the quality of news be improved? Journalism: Critical Issues explores essential themes in news and journalism studies. It brings together an exciting selection of original essays which engage with the most significant topics, debates and controversies in this fast-growing field. Using a wide range of case studies, topics include: Journalism's role in a democracy Source dynamics in news production Journalism ethics Sexism and racism in the news Tabloidization, scandals and celebrity Reporting conflict, terrorism and war The future of investigative journalism The book is written in a lively manner designed to invite discussion by identifying key questions around a critical issue. Each chapter assesses where journalism is today, its strengths and its challenges, and highlights ways to improve upon it for tomorrow. Journalism: Critical Issues is essential reading for students and researchers in the fields of news and journalism, media studies, cultural studies, sociology and communication studies. Contributors: Stuart Allan, Alison Anderson, Olga Guedes Bailey, Steven Barnett, Oliver Boyd-Barrett, Michael Bromley, Cynthia Carter, Simon Cottle, Chas Critcher, Matthew David, Máire Messenger Davies, Bob Franklin, Robert A. Hackett, Ramaswami Harindranath, Ian Hutchby, Richard Keeble, Justin Lewis, Minelle Mahtani, P. David Marshall, Brian McNair, Martin Montgomery, Alan Petersen, Susanna Hornig Priest, Jane Rhodes, Karen Ross, David Rowe, Prasun Sonwalkar, Linda Steiner, Howard Tumber, Ingrid Volkmer, Karin Wahl-Jorgensen, Barbie Zelizer.

THE APPLICABILITY OF CERTAIN OPINION-ATTITUDE MEASUREMENT TECHNIQUES TO THE ANALYSIS OF PUBLIC OPINION

POLITICAL POLLING IN THE DIGITAL AGE

THE CHALLENGE OF MEASURING AND UNDERSTANDING PUBLIC OPINION

LSU Press The 2008 presidential election provided a "perfect storm" for pollsters. A significant portion of the population had exchanged their landlines for cellphones, which made

them harder to survey. Additionally, a potential Bradley effect -- in which white voters misrepresent their intentions of voting for or against a black candidate -- skewed predictions, and aggressive voter registration and mobilization campaigns by Barack Obama combined to challenge conventional understandings about how to measure and report public preferences. In the wake of these significant changes, *Political Polling in the Digital Age*, edited by Kirby Goidel, offers timely and insightful interpretations of the impact these trends will have on polling. In this groundbreaking collection, contributors place recent developments in public-opinion polling into a broader historical context, examine how to construct accurate meanings from public-opinion surveys, and analyze the future of public-opinion polling. Notable contributors include Mark Blumenthal, editor and publisher of *Pollster.com*; Anna Greenberg, a leading Democratic pollster; and Scott Keeter, director of survey research for the Pew Research Center. In an era of increasingly personalized and interactive communications, accurate political polling is more difficult and also more important. *Political Polling in the Digital Age* presents fresh perspectives and relevant tactics that demystify the variable world of opinion taking.

ADVANCES IN COMPARATIVE SURVEY METHODS

MULTINATIONAL, MULTIREGIONAL, AND MULTICULTURAL CONTEXTS (3MC)

John Wiley & Sons Covers the latest methodologies and research on international comparative surveys with contributions from noted experts in the field *Advances in Comparative Survey Methodology* examines the most recent advances in methodology and operations as well as the technical developments in international survey research. With contributions from a panel of international experts, the text includes information on the use of Big Data in concert with survey data, collecting biomarkers, the human subject regulatory environment, innovations in data collection methodology and sampling techniques, use of paradata across the survey lifecycle, metadata standards for dissemination, and new analytical techniques. This important resource: Contains contributions from key experts in their respective fields of study from around the globe Highlights innovative approaches in resource poor settings, and innovative approaches to combining survey and other data Includes material that is organized within the total survey error framework Presents extensive and up-to-date references throughout the book Written for students and academic survey researchers and market researchers engaged in comparative projects, this text represents a unique collaboration that features the latest methodologies and research on global comparative surveys.

STANDARDS AND MEASUREMENT METHODS, LEGISLATION AND ENFORCEMENT PROBLEMS

PUBLIC HEALTH LAW RESEARCH

THEORY AND METHODS

John Wiley & Sons *Public Health Law Research: Theory and Methods* definitively explores the mechanisms, theories and models central to public health law research - a growing field dedicated to measuring and studying law as a central means for advancing public health. Editors Alexander C. Wagenaar and Scott Burris outline integrated theory drawn from numerous disciplines in the social and behavioral sciences; specific mechanisms of legal effect and guidelines for collecting and coding empirical datasets of statutory and case law; optimal research designs for randomized trials and natural experiments for public health law evaluation; and methods for qualitative and cost-benefit studies of law.. They also discuss the challenge of effectively translating the results of scientific evaluations into public health laws and highlight the impact of this growing field. "How exactly the law can best be used as a tool for protecting and enhancing the public's health has long been the subject of solely opinion and anecdote. Enter *Public Health Law Research*, a discipline designed to bring the bright light of science to the relationships between law and health. This book is a giant step forward in illuminating that subject." -- Stephen Teret, JD, MPH, Professor, Director, Center for Law and the Public's Health, Johns Hopkins Bloomberg School of Public Health "Wagenaar and Burris bring a dose of much needed rigor to the empirical study of which public health law interventions really matter, and which don't." -- Bernard S. Black, JD, Chabraja Professor, Northwestern University Law School and Kellogg School of Management Companion Web site: www.josseybass.com/go/wagenaar

THE SAGE ENCYCLOPEDIA OF COMMUNICATION RESEARCH METHODS

SAGE Publications Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to

communication research, accompanied by engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

MARGINS OF ERROR

A STUDY OF RELIABILITY IN SURVEY MEASUREMENT

Wiley-Interscience Enhance the quality of survey results by recognizing and reducing measurement errors. Margins of Error: A Study of Reliability in Survey Measurement demonstrates how and hwy identifying the presence and extent of measurement errors in survey data is essential for improving the overall collection and analysis of the data. The author outlines the consequences of ignoring survey measurement errors and also discusses ways to detect and estimate the impact of these errors. This book also provides recommendations of improving the quality of survey data. Logically organized and clearly written, this book: Deconstructs the data gathering process into six main elements of the response process: question adequacy, comprehension, accessibility, retrieval, motivation, and communication Provides an exhaustive review of valuable reliability estimation techniques that can be applied to survey data Identifies the types of questions and interviewer practices that are essential to the collection of reliable data Addresses hypotheses regarding which survey questions, sources of information, and questionnaire formats produce the most reliable data In conjunction with research data gathered on nearly 500 survey measures and the application of an empirical approach grounded in classical measurement theory, this book discusses the sources of measurement error and provides the tools necessary for improving survey data collection methods. Margins of Error enables statisticians and researchers in the fields of public opinion and survey research to design studies that can detect, estimate, and reduce measurement errors that may have previously gone undetected. This book also serves as a supplemental textbook for both undergraduate and graduate survey methodology courses.

DEMOCRATIC GOVERNMENT AND POLITICS

THIRD REVISED EDITION

University of Toronto Press Completely revised and enlarged edition (1951) of a book which has become a standard work on comparative government. This edition brings up to date the material on institutions and practices of government in Britain, the United States, and Canada, and analyses more fully the relationship of democratic institutions and practices to the essentials of the democratic creed.

METHODS OF MEASUREMENT OF VESSELS USING THE PANAMA CANAL

HEARING[S] BEFORE A SUBCOMMITTEE OF THE COMMITTEE ON COMMERCE, UNITED STATES SENATE, SEVENTY-FIRST CONGRESS, SECOND[-THIRD] SESSION, ON H. R. 10583

Considers (71) H.R. 10583.

SOCIAL SCIENCE AND SOCIAL POLICY

Routledge First published in 1986, *Social Science and Social Policy* addresses major questions concerned with the social utility of social science. The book is divided into four parts. The first part considers the place of social science in the policy-making process and criticizes the rational model which gives a central place to analysis. In part two, five different methodologies for policy research are considered: the use of continuous surveys, public opinion polls, social indicators, evaluation research and social experimentations and the use of qualitative methods. The advantages and drawbacks of each are considered with extensive use of examples. In the third part, the role of theory is examined. Particular attention is paid to the issue of health inequality. In part four, general questions are raised about the use and abuse of social science, including questions about how it can be most effectively disseminated to make maximum impact. The book is aimed at a general readership and requires no special methodological expertise. It will appeal particularly to undergraduates and graduate students taking courses in social policy, public policy applied sociology and a range of applied social sciences such as criminology, health studies, education and social work.

METHOD OF MEASUREMENT OF VESSELS USING THE PANAMA CANAL

HEARINGS BEFORE A SUBCOMMITTEE OF THE COMMITTEE ON COMMERCE, UNITED STATES SENATE, 71ST CONGRESS, SECOND SESSION, ON H. R. 10583, AN ACT TO PROVIDE FOR THE METHOD OF MEASUREMENT OF VESSELS USING THE PANAMA CANAL

Considers (71) H.R. 10583.