



# Doing Survey Research, 3rd Edition

*Peter M. Nardi*

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## Doing Survey Research, 3rd Edition Peter M. Nardi

The significantly updated third edition of this short, practical book prepares students to write a questionnaire, generate a sample, conduct their own survey research, analyze data, and write up the results, while learning to read and interpret excerpts from published research. It combines statistics and survey research methods in a single book.

### Features of the Third Edition:

- Updates data and examples from contemporary academic and popular articles, including ones focused on topics related to **social media**, **websites**, and **blogs**, relevant to today's web-oriented students.
- Strengthens connections between **questionnaire design**, **online surveys**, and **statistical analysis**.
- Includes new methods for **web-based surveys**--and discussion of issues the surveys raise.
- **Expands research examples** to reflect a greater diversity of subject fields and topics, such as sociology, education, political science, health, social work, psychology, and communications.
- Adds **new "Test Yourself"** exercises to each chapter with answers in the appendix and on the book's website.
- Accompanied by an author-written **Instructor's Manual with test questions**.
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