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Conducting a Survey: Techniques for a Term Project

Lawrence T Orcher

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• The detailed step-by-step directions make it ideal for use by students who are conducting their first research project.

• The large number of examples throughout the text makes the steps in conducting a survey clear and easy to follow.

• Covers only methods that are realistic for use by students who are conducting a survey within a single semester.

• For data analysis, the emphasis is on the use of basic statistics, with the computation of a small number of descriptive statistics illustrated. Easy-to-calculate margins of error are also illustrated.

• The firsthand experience of conducting a survey as a term project helps students understand both the contributions and limitations of survey research methods.

• Successfully conducting a term-project survey can give students the confidence to work on more elaborate studies in the future, such as research for a master’s degree project.

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