Structure

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II  Surveys and Societies
III Planning a Survey
IV  Measurement
V  Sampling
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IX  Further Issues
Rationale and Principles

• Survey Life Cycle
• Comparative perspective in each part of the life cycle
• Total Survey Error as frame work
Three general questions
Are all Surveys Comparative?

• Should survey methodology be comparative?
• How useful/necessary is a comparative perspective for designing, implementing and analyzing a survey in a single country study?
Survey Methodology as Academic Discipline?

• What is the position of survey methodology in the landscape of the social sciences in particular and in the broader field of scientific disciplines in general?

• Is survey methodology a discipline in its own right?

• Should it be?
Surveys and the Data Deluge

• Do surveys become obsolete with the availability of new data sources?
• What is the relation of surveys and other data sources?
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