

The SAGE Handbook of  
Survey Methodology



Edited by  
Christof Wolf, Dominique Joye,  
Tom W. Smith and Yang-chih Fu



# Structure

- I Basic Principles
- II Surveys and Societies
- III Planning a Survey
- IV Measurement
- V Sampling
- VI Data Collection
- VII Preparing Data for Use
- VIII Assessing and Improving Data Quality
- 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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