



**FOR IMMEDIATE RELEASE**

**CONTACT:**  
Mary Kay Jezzini  
SAGE Publicist  
212-352-1404  
publicity@sagepub.com

**SAGE REFERENCE'S AUTHORITATIVE, NEW *ENCYCLOPEDIA OF SURVEY RESEARCH METHODS*  
PRESENTS THE FULL RANGE OF INFORMATION ABOUT A RAPIDLY CHANGING FIELD**

*Los Angeles, London, New Delhi, Singapore and Washington DC* (August 12, 2008)—Surveying has long been a part of the pursuit of knowledge. Academics, market researchers, consultants, and other practitioners gather information, sample segments, and analyze data to learn more about their environment. In today's world with technology's constant innovations, those creating and conducting surveys need to know and use the ever-changing tools and methods for obtaining accurate information.

SAGE Reference's comprehensive, in-depth, new ***Encyclopedia of Survey Research Methods*** is the only available resource of its kind. It examines the multitude of methods that today's survey methodologists and statisticians use to conduct reliable and valid surveys.

Written by top survey researchers from around the world and created in conjunction with Nielsen Media Research, over 600 highly accessible, in-depth A-to-Z entries present state-of-the-art information about the full range of methodologies at work in the field of survey research today. The wealth of content is organized into the field's key categories, such as the following:

- Ethics
- Measurement
- Non-response
- Operations
- Organizations
- Political and Election Polling
- Public Opinion
- Sampling/Coverage/Weighting
- Industry
- Statistics

This essential resource covers every major facet of survey research methodology, including selection of the sample design and frame, designing and pre-testing the questionnaire, data collecting and coding, and thorny issues surrounding diminishing response rates, confidentiality, privacy, and informed consent.

Every public and academic library will be sure to add SAGE's ***Encyclopedia of Survey Research Methods*** to their collections so students, practitioners, researchers, consultants, and consumers of survey-based information have access to the essential first-stop resource for learning about this intricate and significant field of study.

Paul J. Lavrakas is an independent Research Psychologist and Research Methodologist consultant.

**SAGE** is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. A privately owned corporation, SAGE has principal offices in Los Angeles, London, New Delhi, Singapore and Washington, D.C. [www.sagepublications.com](http://www.sagepublications.com)

December 2008	ISBN: 978-1-4129-1808-4	Print Price: \$495	TWO-VOLUME SET
	E-ISBN: 978-1-4129-6394-7	eReference Price: \$435	



**AUTHORITATIVE | AWARD-WINNING | ACCESSIBLE | AVAILABLE ONLINE**