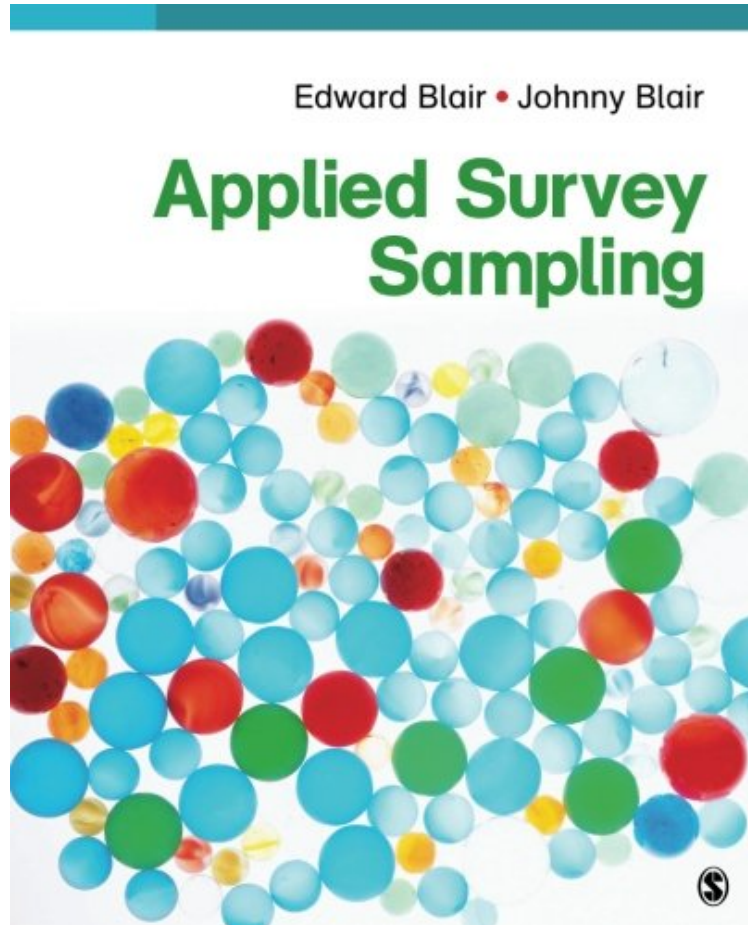


# Applied Survey Sampling

*Edward Blair, Johnny Blair*  
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#1076035 in Books 2014-12-17 2014-12-17 Original language: English PDF # 1 9.13 x .62 x 7.381, .0 #File Name: 1483334333272 pages | File size: 72.Mb

**Edward Blair, Johnny Blair : Applied Survey Sampling** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Applied Survey Sampling:

0 of 0 people found the following review helpful. Clear, Applicable, and Extremely HelpfulBy drwhoWritten by two authors with authoritative stature in survey research, this is a very useful book for survey practitioners. The idea of drawing samples to study a population may seem obvious. In practice, however, many pitfalls exist. This book starts with sampling basics, covering how to define and frame the population, moving on to sampling and executing research. It also explains in detail how to conduct two perhaps most commonly used sampling methods, stratified sampling and cluster sampling. A big strength of the book is that it's very practical and crystal clear. The book explains arcane statistical concepts related survey sampling without using a single Greek letter! For example, the concept of Central Limited Theorem can be elusive to many, even experienced practitioners. This book uses a simple numerical example to illustrate it before discussing sample size selections. Amazingly clear. Wish I'd encountered statistics like that. Coupled with another book by the same group of authors, Designing Surveys: A Guide to Decisions and

Procedures, you pretty get all the references needed to have a practice in surveying. Highly recommended for those interested in survey topics. 0 of 0 people found the following review helpful. Five Stars By Brian Seems like a good, useful book. 0 of 0 people found the following review helpful. Five Stars By Hugh M. Clark Methodology described in English. Well done.

Written for students and researchers who wish to understand the conceptual and practical aspects of sampling, *Applied Survey Sampling*, by Edward A. Blair and Johnny Blair, is designed to be accessible without requiring advanced statistical training. It covers a wide range of topics, from the basics of sampling to special topics such as sampling rare populations, sampling organizational populations, and sampling visitors to a place. Using cases and examples to illustrate sampling principles and procedures, the book thoroughly covers the fundamentals of modern survey sampling, and addresses recent changes in the survey environment such as declining response rates, the rise of Internet surveys, the need to accommodate cell phones in telephone surveys, and emerging uses of social media and big data.

About the Author Edward Blair is the Michael J. Cemo professor of marketing and entrepreneurship and chair of the Department of Marketing and Entrepreneurship in the Bauer College of Business at the University of Houston. He has been chair of the American Statistical Association Committee on Energy Statistics, which advises the U.S. Energy Information Administration on statistical matters, and previously served on the U.S. Census Bureau Advisory Committee. He has been a National Science Foundation panelist, national conference chair for the American Marketing Association, editorial board member for *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and *Journal of Business Research*, and instructor in sampling and survey methods for the American Marketing Association School of Marketing Research. His research interests include survey sampling and cognitive aspects of survey methodology. Johnny Blair is an independent consultant. Previously, he was a principal scientist and senior survey methodologist at Abt Associates Inc., where he directed the Cognitive Testing Laboratory. He has conducted research on sampling rare populations, measurement error in proxy reporting, and cognitive interviewing for pretesting survey instruments. He is a member of the Design and Analysis Committee, which provides statistical advice for the National Assessment of Educational Progress (NAEP), often referred to as The Nations Report Card. He has served on National Research Council panels to assess major government-sponsored surveys. His research publications include many book chapters, and over 50 articles in academic journals and in the *Proceedings of the Joint Statistical Meetings of the American Statistical Association Section on Survey Methods*. He served two terms on the editorial board of *Public Opinion Quarterly* and is a frequent peer reviewer for several other research journals.