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Understanding Public Opinion Polls

Jelke Bethlehem

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Jelke Bethlehem : Understanding Public Opinion Polls before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Public Opinion Polls:

This book provides readers with a deeper understanding of a range of practical and theoretical aspects of opinion polls. There are good and bad polls. The book describes how to separate the chaff from the wheat. It should help non-survey experts, such as journalists, decision makers, political scientists, and politicians, determine the quality of a poll.

About the AuthorJelke Bethlehem is a professor, by special appointment, in survey methodology at Leiden University, in particular, web survey methodology. For many years, he was also senior methodological advisor at Statistics Netherlands in The Hague. He is in involved in research projects in the area of survey methodology. Specialty research topics are nonresponse and web surveys. Dr. Bethlehem has participated in a multitude of European research projects on these topics.