

How to Analyze Survey Data (Survey Kit)

Arlene G. Fink



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Clear and concise, How to Analyze Survey Data begins with a basic overview demonstrating what statistics can do for surveys, describing measurement scales in detail and showing how to choose a method to analyze results. The book includes checklists and guidelines as well as practice exercises to enable the reader to monitor their progress. A discussion of regression, hypothesis testing, screening, and transforming data is also included.



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