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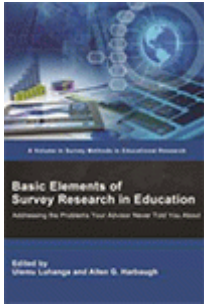
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Basic Elements of Survey Research in Education Addressing the Problems Your Advisor Never Told You About

Ulemu Luhanga, Emory University; Allen G. Harbaugh, Longwood University

2021. Paperback 978-1-64802-602-7 \$89.99. Hardcover 978-1-64802-603-4 \$105.99. eBook 978-1-64802-604-1 \$74.

In this first book of the series *Survey Methods in Educational Research*, we have brought together leading authors and scholars in the field to discuss key introductory concepts in the creation, implementation, evaluation and dissemination of survey instruments and their resultant findings. While there are other textbooks that might introduce these concepts adequately well, the authors here have focused on the pragmatic issues that inevitably arise in the development and administration process of survey instruments. Drawing from their rich experiences, the authors present these potential speed bumps or road blocks a survey researcher in education or the social sciences might encounter. Referencing their own work and practice, the authors provide valuable suggestions for dealing with these issues “your advisor never told you about.” And all of the recommendations are aligned with standard protocols and current research on best practices in the field of research methodology.

This book is broken into four broad units on creating survey items and instruments, administering surveys, analyzing the data from surveys, and stories of successful administrations modeling the entire research cycle. Each chapter focuses on a different concept in the survey research process, and the authors share their approaches to addressing the issues. These topics include survey item construction, scale development, cognitive interviewing, measuring change with self-report data, translation issues with surveys administered in multiple languages, working with school and program administrators when implementing surveys, a review of current software used in survey research, the use of weights, response styles, assessing validity of results, and effectively communicating your results and findings ... and much more. The intended audience of the volume will be practitioners, administrators, teachers as researchers, graduate students, social science and education researchers not experienced in survey research, and students learning program evaluation. In brief, if you are considering doing survey research, this book is meant for you.

CONTENTS: The Psychological and Statistical Take on Survey Item Construction, *Raeal Moore and Lebena Varghese*. Subjective Nuances of the Objective Survey Research and Scale Development, *Joanna Alcruz, Patricia A. Eckardt, and Sarah Eckardt*. Survey and Question Construction, *Karyn E. Warren and Megan M. Buning*. Creating a Structurally Sound Instrument by Utilizing Principles of Measurement Theory, *Shannon O. Sampson, Kelly D. Bradley, and Andrew A. Nelson*. How to Effectively Communicate With Respondents: Principles of Survey Design, *Harper Haynes, Rebecca J. Powell, and Ashley Wilson*. Cognitive Interview for Survey Development and Validation, *Tony C. M. Lam and Lindsay Valve*. Methods and Biases in Measuring Change With Self-Reports, *Ariel E. Quinio and Tony C. M. Lam*. Translation of Surveys for International Research, *Liyong Cheng and Gwan-Hyeok Im*. Using a Measurement Framework to Examine Item Quality/Functioning, *Bozhidar M. Bashkov and Whitney Smiley Coggeshall*. It's All About Power: Sample Size Considerations for Comparative Studies Using Survey Data, *Michelle Y. Chen and Ashley Pullman*. Cognitive Interviewing and Pilot Studies, *Lisa Lee, Cynthia Simko, and Claudia Gentile*. Implementing Your Sampling Strategy in an Educational Setting, *Stephen MacGregor and Andrew Coombs*. High-Impact Practices: Administrators and Providers Working to Maximize Online Survey Response Rates, *Raeal Moore, Tammie Cumming, Isana Leshchinskaya, and Jeff Schiel*. A Critical Analysis of Most Popular Online Survey Software From a Design Perspective, *Merve Basdogan*. Cleaning and Reporting Complex Survey Data: What to Do About Skip Logic and Conditional Response Options, *Angie L. Miller and Amber D. Dumford*. Item Review Methods, *Kathy E. Green*. The Prevention and Detection of Deception in Self-Report Survey Data, *Anthony Clairmont, Melissa G Wolf, and Andrew Maul*. Calculating and Using Weights, *Peter Siegel and Richard G. Lambert*. Effectively Communicating Survey Results, *Laura G. Maldonado, Grey Reavis, and Katie Ratterree Johnson*. Survey Extreme Response Style, *Xiaolin Wang and Shenghai Dai*. Validity Arguments With Survey Scales, *George M. Harrison*. Detecting and Interpreting Response Bias and Method Effects, *Grant B. Morgan, R. Noah Padgett, and Kevin E. Wells*. Enhancing the Interpretation of Scores Through Rasch/Guttman Scenario Scales, *Larry H. Ludlow, Katherine Ann Reynolds, Maria Baez-Cruz, and Wen-Chia Claire Chang*. Validating the Findings of a Survey Research Study, *Okan Bulut and Ying Cui*. Educational Applications Using Large-Scale Assessment and Survey Data: Challenges and Opportunities, *Shenghai Dai and Zoe Higheagle Strong*. Translating and Adapting Survey Instruments: Important Steps That Will Define the Quality and Optimize the Validity of a Research Instrument, *Anna Liza Daunert and Norbert M. Seel*. About the Editors and Authors.



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