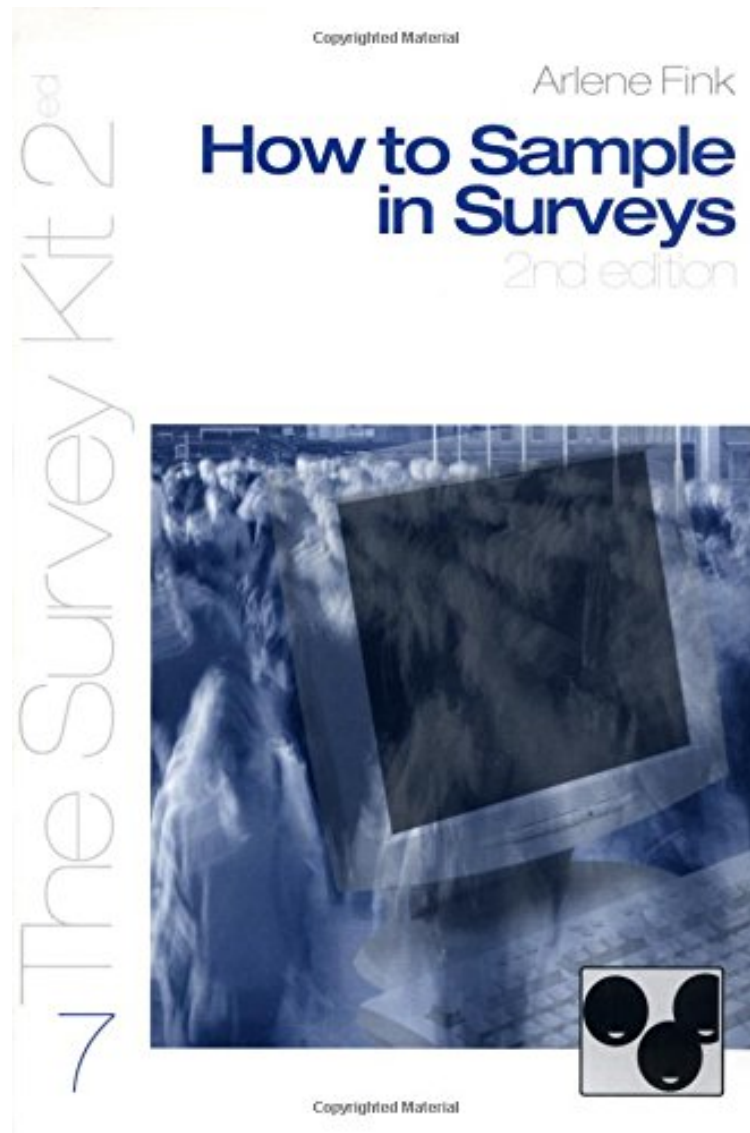


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How to Sample in Surveys (Survey Kit Second Edition 7 7)

Arlene G. Fink

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How much is enough in your sample? What is the difference between a research question and a survey question? By exploring the answers to these questions, this book shows readers how to specify inclusion and exclusion criteria in a

sample, select the appropriate probability and non-probability sampling methods, understand the sources of error in sampling, and calculate the response rate. New to this edition is coverage of sample size and power so that the reader can better understand the logic in determining the sample size to detect a difference if one exists. Filled with checklists and guidelines, this book will enable readers to select and use the most appropriate sampling methods for their survey. "Fink provides detailed descriptions of inclusion/exclusion criteria, the logic in estimating standard errors and sample size determination, and the sources of sampling errors." --Gerald Albaum, book review in *Journal of Marketing Research*

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About the Author
Arlene Fink (PhD) is Professor of Medicine and Public Health at the University of California, Los Angeles, and president of the Langley Research Institute. Her main interests include evaluation and survey research and the conduct of research literature reviews as well as the evaluation of their quality. Dr. Fink has conducted scores of evaluation studies in public health, medicine, and education. She is on the faculty of UCLA's Robert Wood Johnson Clinical Scholars Program and is a scientific and evaluation advisor to UCLA's Gambling Studies and IMPACT (Improving Access, Counseling Treatment for Californians with Prostate Cancer) programs. She consults nationally and internationally for agencies such as L'institut de Promotion de la Prvention Secondaire en Addictologie (IPPSA) in Paris, France, and Peninsula Health in Victoria, Australia. Professor Fink has taught and lectured extensively all over the world and is the author of more than 130 peer-reviewed articles and 15 textbooks.