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CONSTRUCTING SURVEY DATA: AN INTERACTIONAL APPROACH (PAPERBACK)

Sage Publications Ltd, United Kingdom, 2014. Paperback Condition: New. Translation Language: English. Brand New Book. Engaging and informative, this book provides students and researchers with a pragmatic, new perspective on the process of collecting survey data. By proposing a postpositivist, interviewee-centred approach, it improves the quality and impact of survey data by emphasising the interaction between interviewer and interviewee. Extending the conventional methodology with contributions from linguistics, anthropology, cognitive studies and ethnomethodology, Gobo and Mauceri analyse the answering process...

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- Authored by Giampietro Gobo, Sergio Mauceri
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