Methods Of Measuring Public Opinion

This book explains why elections from 1960 to 2016 came out the way they did. Why did voters choose one candidate over the other and what issues were they concerned with? The answer comes from talking to thousands of voters and analyzing their verbatim responses. Traditional methods used by most political analysts have often led to false interpretations. The book presents a unique model that can predict the vote of 95 percent of respondents. The book also shows that there are two major forces—long-term and short-term—that can explain the overall results of an election. In addition, the author finds a new, highly reliable way to measure the ideological composition of the American electorate. Appropriate for students of American government and informed citizens as well, this book is a revolution in the study of electoral behavior.

The methodologies used to study public opinion are now in flux. The primary polling method of the last half-century, the telephone survey, is rapidly becoming obsolete as a data collection method. At the same time, new methods of contacting potential respondents and obtaining their response are appearing, providing a variety of options for scholars and practitioners. Generally speaking, we are moving from a polling world that was largely interviewer driven over the phone and face-to-face to predominantly interviewer driven self-administered poll environments. New methods of data collection, however, must still deal with fundamental questions to polling methodology and total survey error including sampling, selection bias, non-response error, poststratification weighting, and questionnaire design features. The Oxford Handbook on Polling and Survey Methods brings together a unique mixture of academics and practitioners, from various backgrounds, academic disciplines, and experiences. In some sense, this is reflective of the interdisciplinary nature of the polling and survey industry: polls and surveys are widely used in academia, government, and the private sector. Designing, implementing, and analyzing high quality, accurate, and cost-effective polls and surveys requires a combination of skills and methodological perspectives. Despite the well-publicized issues that have cropped up in recent political polling, a great deal is known today about how to collect high quality polling and survey data even in complex and difficult environments. Divided into four main sections, the Handbook draws on the existing research and explores data collection methods. It then addresses data analysis and the methods available for combining polling data with other types of data. The next section covers analytic issues, including the new approaches to studying public opinion (ie social media, the analysis of open-ended questions using text analytic tools, and data imputation). The final section focuses on the presentation of polling results, an area where there is a great deal of innovation. A comprehensive overview of the topic, this volume highlights current polling trends provides ideas for the development of new and better approaches for measuring, modeling, and visualizing public opinion and social behavior.

The 1932 election of Franklin Delano Roosevelt seemed to hold the promise of Democratic domination for years to come. However, leading up to the 1936 election, persistent economic problems, a controversial domestic agenda, and the perception of a weak foreign policy were chipping away at public support. The president faced unremitting criticism from both the Left and the Right, and it seemed unlikely that he would cruise to the same clear victory he enjoyed in 1932. But 1936 was yet another landslide win for FDR, which makes it easy to forget just how contested the campaign was. In Voting Deliberatively, Mary Stuckey examines little-discussed components of FDR's 1936 campaign that aided his victory. She reveals four elements of this reelection campaign that have not received adequate attention: the creation of public opinion, the attention paid to local organizations, the focus on specific kinds of interests, and the public rhetoric that tied it all together. Previous studies of the 1936 presidential election discuss elements such as FDR's vulnerability before the campaign and the weakness of Republican candidate Alf Landon. But these histories pay little attention to the quantity and quality of information Roosevelt acquired, the importance of organizations such as the Good Neighbor League and the Committee of One, the mobilization of the vote, and the ways in which these organizational strategies fused with Roosevelt's rhetorical strategies. Stuckey shows how these facets combined in one of the largest victories in Electoral College history and provided a template for future victory.

People's bonds, associations and networks - as well as the civil, political, and institutional characteristics of the society in which they live - can be powerful drivers affecting the quality of life among a community's, a city's, or a nation's inhabitants and their ability to achieve both individual and societal goals. Civic engagement, social cohesion, and other dimensions of social capital affect social, economic and health outcomes for individuals and communities. Can these be measured, and can federal surveys contribute toward this end? Can this information be collected elsewhere, and if so, how should it be collected? Civic Engagement and Social Cohesion identifies measurement approaches that can lead to improved understanding of civic engagement, social cohesion, and social capital - and their potential role in explaining the functioning of society. With the needs of data users in mind, this report examines conceptual frameworks developed in the literature to determine promising measures and measurement methods for informing public policy discourse. The report identifies working definitions of key terms; advises on the feasibility and specifications of indicators relevant to analyses of social, economic, and health domains; and assesses the strength of the evidence regarding the relationship between these indicators and observed trends in crime, employment, and resilience to shocks such as natural disasters. Civic Engagement and Social Cohesion weighs the relative merits of surveys, administrative records, and non-government data sources, and considers the appropriate role of the federal statistical system. This report makes recommendations to improve the measurement of civic health through population surveys conducted by the government and identifies priority areas for research, development, and implementation.
published in journals, taking up fairly narrow questions one at a time and often requiring advanced statistical knowledge to understand these findings. As a result, the study of public opinion can seem confusing and incoherent to undergraduates. To engage undergraduate students in this area, a new type of textbook is required. The second edition of "New Directions in Public Opinion" brings together leading scholars to provide an accessible and coherent overview of the current state of the field of public opinion. Each chapter provides a general overview of topics that are at the cutting edge of study as well as well-established cornerstones of the field. Each contributor has made substantive revisions to their chapters, and three chapters have been added on genetics and biology, immigration, and political extremism and the Tea Party. Suitable for use as a main textbook or in tandem with a lengthier survey, this book comprehensively covers the topics of public opinion research and pushes students further to explore critical topics in contemporary politics. This text provides a comprehensive and concise introduction to the study of public opinion. A unifying theme explains public opinion as a communication between the constituency and the government. Public Opinion in the 21st Century also evaluates the quality of public beliefs and describes how Americans relate their opinions to political leaders, answering important questions such as, Whose voices are heard? To what effect? In keeping with the framework of the New Directions series, this text also includes a strong active learning focus. Each Part has at least one Interactive Learning Exercise such as simulations, data analysis activities, and group research assignments.

'Some of the most experienced and thoughtful research experts in the world have contributed to this comprehensive Handbook, which should have a place on every serious survey researcher's bookshelf' - Sir Robert Worcester, Founder of MORI and President of WAPOR '82-'84. 'This is the book I have been waiting for. It not only reflects the state of the art, but will most likely also shape public opinion on public opinion research' - Olof Petersson, Professor of political science, SNS, Stockholm, Sweden 'The Handbook of Public Opinion Research is very authoritative, well organized, and sensitive to key issues in opinion research around the world. It will be my first choice as a general reference book for orienting users and training producers of opinion polls in Southeast Asia' - Mahar K. Mangahas, Ph.D., President of Social Weather Stations, Philippines (www.sws.org.ph) 'This is the most comprehensive book on public opinion research to date' - Robert Ting-Yiu Chung, Secretary-Treasurer, World Association for Public Opinion Research (WAPOR); Director of Public Opinion Programme, The University of Hong Kong Public opinion theory and research are becoming increasingly significant in modern societies as people's attitudes and behaviours become ever more volatile and opinion poll data becomes ever more readily available. This major new Handbook is the first to bring together into one volume the whole field of public opinion theory, research methodology, and the political and social embeddedness of polls in modern societies. It comprehensively maps out the state-of-the-art in contemporary scholarship on these topics. With over fifty chapters written by distinguished international researchers, both academic and from the commercial sector, this Handbook is designed to: - give the reader an overview of the most important concepts included in and surrounding the term 'public opinion' and its application in modern social research - present the basic empirical concepts for assessing public opinion and opinion changes in society - provide an overview of the social, political and legal status of public opinion research, how it is perceived by the public and by journalists, and how it is used by governments - offer a review of the role and use of surveys for selected special fields of application, ranging from their use in legal cases to the use of polls in marketing and campaigns. The Handbook of Public Opinion Research provides an indispensable resource for both practitioners and students alike. The fifth edition of Public Opinion: Measuring the American Mind provides a comprehensive, accessible introduction to public opinion in the United States and describes how public opinion data are collected, how they are used, and the role they play in the U.S. political system. Bardes and Oldendick introduce students to the history of polling and explain the factors a good consumer of polls should know in order to critically evaluate public opinion data. Public Opinion: Measuring the American Mind is the only text that devoted significant space to the history of polling, the use of polling in America today, and to explain the methods used for survey research. In addition, the authors engage students by providing in-depth coverage of public opinion on such issues as political ideology, health care, race, and foreign policy, as well as an update and discussion of the major changes that have taken place on controversial issues such as gay marriage, gun control, and immigration. Updated to include the latest data from the American National Election Study and the General Social Surveys in 2012 and 2014, this lively, engaging text combines a comprehensive grounding in the nuts and bolts of the field with relevant, real-world examples. Botsch samples current attitudes of southern blue-collar workers, both black and white, toward work and race and questions whether these workers can overcome racial barriers to form a populist-style coalition aimed at improving their shared economic condition. A strong sense of individualism, a general distrust of the government, and a failure to see links between daily personal problems and political choices are major deterrents to political action. Originally published in 1981. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value. Our American Government textbook adheres to the scope and sequence of introductory American government courses nationwide. We have endeavored to make the workings of American Government interesting and accessible to students while maintaining the conceptual coverage and rigor inherent in the subject at the college level. With this objective in mind, the content of this textbook has been developed and arranged to provide a logical progression from the fundamental principles of institutional design at the founding, to avenues of political participation, to thorough coverage of the political structures that constitute American government. The book builds upon what students have already learned and emphasizes connections between topics as well as between theory and applications. The goal of each section is to enable students not just to recognize concepts, but to work with them in ways that will be useful in later courses, future careers, and as engaged citizens. The organization and pedagogical features were developed and vetted with feedback from American government instructors dedicated to the project. Quantifying the American mood through opinion polls appears to be an unbiased means for finding out what people want. But in **Numbered Voices**, Susan Herbst demonstrates that the way public opinion is measured affects the use that voters, legislators, and
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journalists make of it. Exploring the history of public opinion in the United States from the mid-nineteenth century to the present day, Herbst shows how numbers served both instrumental and symbolic functions, not only conveying neutral information but creating a basis authority. Addressing how the quantification of public opinion has affected contemporary politics and the democratic process, Herbst asks difficult but fundamental questions about the workings of American politics. "An original and thought-provoking analysis of why we have polls, what they accomplish, and how they affect the current political scene. Herbst's scholarship is impeccable, her writing is clear and crisp, and her findings are original. . . . Every reader will benefit by carefully weighing the issues she raises and the conclusions she draws."—Doris A. Graber, Political Science Quarterly "An intelligent, theoretically rich, and historically broad account of public opinion over several millennia. . . . The historical accounts are interesting and her interpretations are thought-provoking."—Paul Brace, Journal of American History

Written by leading scholars in the field, Causes of War provides the first comprehensive analysis of the leading theories relating to the origins of both interstate and civil wars. Utilizes historical examples to illustrate individual theories throughout Includes an analysis of theories of civil wars as well as interstate wars -- one of the only texts to do both Written by two former International Studies Association Presidents

Covering the intricate facets of America's most important democratic tradition, this book serves as an important resource to understand how citizens' views are translated into governmental action.

Do politicians listen to the public? How often and when? Or are the views of the public manipulated or used strategically by political and economic elites? Navigating Public Opinion brings together leading scholars of American politics to assess and debate these questions. It describes how the relationship between opinion and policy has changed over time; how key political actors use public opinion to formulate domestic and foreign policy; and how new measurement techniques might improve our understanding of public opinion in contemporary polling and survey research. The distinguished contributors shed new light on several long-standing controversies over policy responsiveness to public opinion. Featuring a new analysis by Robert Erikson, Michael MacKuen, and James Stimson that builds from their pathbreaking work on how public mood moves policy in a macro-model of policymaking, the volume also includes several critiques of this model by Lawrence Jacobs and Robert Shapiro, another critique by G. William Domhoff, and a rejoinder by Erikson and his coauthors. Other highlights include discussions of how political elites, including state-level policymakers, presidents, and makers of foreign policy, use (or shape) public opinion; and analyses of new methods for measuring public opinion such as survey-based experiments, probabilistic polling methods, non-survey-based measures of public opinion, and the potential and limitations of Internet polls and surveys. Introductory and concluding essays provide useful background context and offer an authoritative summary of what is known about how public opinion influences public policy. A must-have for all students of American politics, public opinion, and polling, this state-of-the-art collection addresses issues that lie at the heart of democratic governance today.

In what is widely considered the most influential book ever written by Walter Lippmann, the late journalist and social critic provides a fundamental treatise on the nature of human information and communication. The work is divided into eight parts, covering such varied issues as stereotypes, image making, and organized intelligence. The study begins with an analysis of "the world outside and the pictures in our heads", a leitmotif that starts with issues of censorship and privacy, speed, words, and clarity, and ends with a careful survey of the modern newspaper. Lippmann's conclusions are as meaningful in a world of television and computers as in the earlier period when newspapers were dominant. Public Opinion is of enduring significance for communications scholars, historians, sociologists, and political scientists. Copyright © Libri GmbH. All rights reserved.

Opinion Polls and the Media provides the most comprehensive analysis to date on the relationship between the media, opinion polls, and public opinion. Looking at the extent to which the media, through their use of opinion polls, both reflect and shape public opinion, it brings together a team of leading scholars and analyzes theoretical and methodological approaches to the media and their use of opinion polls. The contributors explore how the media use opinion polls in a range of countries across the world, and analyze the effects and uses of opinion polls by the public as well as political actors.


Polling and the Public helps readers become savvy consumers of public opinion polls, offering solid grounding on how the media cover them, their use in campaigns and elections, and their interpretation. This trusted, brief guide by Herb Asher also provides a non-technical explanation of the methodology of polling so that students become informed participants in political discourse. Fully updated with new data and scholarship, the Ninth Edition examines recent elections and the use and misuse of polls in campaigns, and delivers new coverage of web-based and smartphone polling.

American Government

Much has been made of the speed and constancy of modern politics. Whether watching cable news, retweeting political posts, or receiving news alerts on our phones, political communication now happens continuously and in real time. Traditional research methods often do not capture this dynamic environment. Early studies that guided the study of political communication took place at a time when transistors and FM radio, television, and widely distributed films technologically changed the way people gained information and developed knowledge of the world around them. Now, the environment has transformed again through digital innovations. This book provides one of the first systematic assessment of real-time methods used to study the new digital media environment. It features twelve chapters—authored by leading researchers in the field—using continuous or real time response methods to study political communication in various forms. Moreover, the authors explain how viewer attitudes can be measured over time, message effects can be pin-pointed down to the second of impact, behaviors can be tracked and analyzed unobtrusively, and respondents can naturally respond on their smartphone, tablet, or even console gaming system. Leading practitioners in the field working for CNN, Microsoft, and Twitter show how the approach is being innovatively used in the field. Political Communication in Real Time is a welcome addition to the growing field of interest in "big data" and continuous response research. This volume will appeal to scholars and practitioners in political science and communication studies wishing to gain new insights into the strengths and limitations of this approach. Political communication is a continuous process, so theories,
applications, and cognitive models of such communication require continuous measures and methods.

In January 1980 a panel of distinguished social scientists and statisticians assembled at the National Academy of Sciences to begin a thorough review of the uses, reliability, and validity of surveys purporting to measure such subjective phenomena as attitudes, opinions, beliefs, and preferences. This review was prompted not only by the widespread use of survey results in both academic and non-academic settings, but also by a proliferation of apparent discrepancies in allegedly equivalent measurements and by growing public concern over the value of such measurements. This two-volume report of the panel's findings is certain to become one of the standard works in the field of survey measurement. Volume I summarizes the state of the art of surveying subjective phenomena, evaluates contemporary measurement programs, examines the uses and abuses of such surveys, and candidly assesses the problems affecting them. The panel also offers strategies for improving the quality and usefulness of subjective survey data. In volume II, individual panel members and other experts explore in greater depth particular theoretical and empirical topics relevant to the panel's conclusions. For social scientists and policymakers who conduct, analyze, and rely on surveys of the national state of mind, this comprehensive and current review will be an invaluable resource.

"An understanding of the relationship between the product and the process in election polling is often lost. This edited volume unites ideas and researchers, with quality playing the central role." — J. Michael Brick, PhD, Director of the Survey Methods Unit, Westat, Inc. Elections and Exit Polling is a truly unique examination of the specialized surveys that are currently used to track and collect data on elections and voter preferences. Employing modern research from the past decade and a series of interviews with famed American pollster Warren Mitofsky (1934–2006), this volume provides a relevant and groundbreaking look at the key statistical techniques and survey methods for measuring voter preferences worldwide. Drawing on the most current studies on pre-election and exit polling, this book outlines improvements that have developed in recent years and the results of their implementation. Coverage begins with an introduction to exit polling and a basic overview of its history, structure, limitations, and applications. Subsequent chapters focus on the use of exit polling in the United States election cycles from 2000–2006 and the problems that were encountered by both pollsters and the everyday voter, such as how to validate official vote count, confidentiality, new voting methods, and continuing data quality concerns. The text goes on to explore the presence of these issues in international politics, with examples and case studies of elections from Europe, Asia, and the Middle East. Finally, looking to the upcoming 2008 U.S. presidential election, the discussion concludes with predictions and recommendations on how to gather more accurate and timely polling data. Research papers from over fifty eminent practitioners in the fields of political science and survey methods are presented alongside excerpts from the editors' own interviews with Mitofsky. The editors also incorporate their own reflections throughout and conclude each chapter with a Summary Observations section that highlights notable concepts and trends. The appendix features sample questionnaires from actual exit polling scenarios and an extensive bibliography directs the reader to additional references for further study. Combining wisdom from one of the most notable names in the field along with findings from modern research and insightful recommendations for future practices, Elections and Exit Polling is an excellent supplement for political science and survey research courses at the upper-undergraduate and graduate levels. It is also a one-of-a-kind reference for pollsters, survey researchers, statisticians, and anyone with a general interest in the methods behind global elections and exit polling.

This book gathers the proceedings of the 9th International Conference on Frontier Computing, held in Kyushu, Japan on July 9–12, 2019, and provides comprehensive coverage of the latest advances and trends in information technology, science and engineering. It addresses a number of broad themes, including communication networks, business intelligence and knowledge management, web intelligence, and related fields that inspire the development of information technology. The respective contributions cover a wide range of topics: database and data mining, networking and communications, web and internet of things, embedded systems, soft computing, social network analysis, security and privacy, optical communication, and ubiquitous/pervasive computing. Many of the papers outline promising future research directions, and the book will benefit students, researchers and professionals alike. Further, it offers a useful reference guide for newcomers to the field.

The 2008 presidential election provided a "perfect storm" for pollsters. A significant portion of the population had exchanged their landlines for cellphones, which made them harder to survey. Additionally, a potential Bradley effect -- in which white voters misrepresent their intentions of voting for or against a black candidate -- skewed predictions, and aggressive voter registration and mobilization campaigns by Barack Obama combined to challenge conventional understandings about how to measure and report public preferences. In the wake of these significant changes, Political Polling in the Digital Age, edited by Kirby Goidel, offers timely and insightful interpretations of the impact these trends will have on polling. In this groundbreaking collection, contributors place recent developments in public-opinion polling into a broader historical context, examine how to construct accurate meanings from public-opinion surveys, and analyze the future of public-opinion polling. Notable contributors include Mark Blumenthal, editor and publisher of Pollster.com; Anna Greenberg, a leading Democratic pollster; and Scott Keeter, director of survey research for the Pew Research Center. In an era of increasingly personalized and interactive communications, accurate political polling is more difficult and also more important. Political Polling in the Digital Age presents fresh perspectives and relevant tactics that demystify the variable world of opinion taking.

Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric, politicians and leaders, voters' opinions, and media exposure to better understand how any one aspect can affect the others. In The Oxford Handbook of Political Communication Kate Kenski and Kathleen Hall Jamieson bring together leading scholars, including founders of the field of political communication Elihu Katz, Jay Blumler, Doris Graber, Max McCombs, and Thomas Paterson, to review the major findings about subjects ranging from the effects of political advertising and debates and understandings and misunderstandings of agenda setting, framing, and cultivation to the
changing contours of social media use in politics and the functions of the press in a democratic system. The essays in this volume reveal that political communication is a hybrid field with complex ancestry, permeable boundaries, and interests that overlap with those of related fields such as political sociology, public opinion, rhetoric, neuroscience, and the new hybrid on the quad, media psychology. This comprehensive review of the political communication literature is an indispensable reference for scholars and students interested in the study of how, why, when, and with what effect humans make sense of symbolic exchanges about sharing and shared power. The sixty-two chapters in The Oxford Handbook of Political Communication contain an overview of past scholarship while providing critical reflection of its relevance in a changing media landscape and offering agendas for future research and innovation. This book is the first to examine what influences Congress across the hundreds of issues it deals with, and produces some surprising conclusions.

The new edition of this popular textbook provides a comprehensive, accessible introduction to public opinion in the United States and describes how public opinion data are collected, how they are used, and the role they play in the U.S. political system. Bardes and Oldendick introduce students to the history of polling and explain the factors a good consumer of polls should know in order to evaluate public opinion data. Public Opinion: Measuring the American Mind is the only text to devote significant space to the history of polling, the use of polling in America today, and to explain the methods used for survey research. In addition, Bardes & Oldendick engage students by providing in-depth coverage of public opinion on issues—social welfare, gun control, death penalty, abortion, gay rights, civil rights, and foreign policy—over time and with an analysis of group differences for each subject. This lively, engaging text combines a comprehensive grounding in the nuts and bolts of the field with up-to-date, real-world examples. This Element develops an explanation of how and why all public policy preferences move over time. Clawson and Oxley link the enduring normative questions of democratic theory to existing empirical research on public opinion. Organized around a series of questions—In a democratic society, what should be the relationship between citizens and their government? Are citizens' opinions pliable? Are they knowledgeable, attentive, and informed?—the text explores the tension between ideals and their practice. Each chapter focuses on exemplary studies, explaining not only the conclusion of the research, but how it was conducted, so students gain a richer understanding of the research process and see methods applied in context.

On voting behavior in the United States In a rigorous critique of public opinion polling in the U.S., George F. Bishop makes the case that a lot of what passes as "public opinion" in mass media today is an illusion, an artifact of measurement created by vague or misleading survey questions presented to respondents who typically construct their opinions on the spot. Using evidence from a wide variety of data sources, Bishop shows that widespread public ignorance and poorly informed opinions are the norm rather than definitive public opinion on key political, social, and cultural issues of the day. The Illusion of Public Opinion presents a number of cautionary tales about how American public opinion has supposedly changed since 9/11, amplified by additional examples on other occasions drawn from the American National Election Studies. Bishop's analysis of the pitfalls of asking survey questions and interpreting poll results leads the reader to a more skeptical appreciation of the art and science of public opinion polling as it is practiced today. The nation's premier communications expert shares his wisdom on how the words we choose can change the course of business, of politics, and of life in this country In Words That Work, Luntz offers a behind-the-scenes look at how the tactical use of words and phrases affects what we buy, who we vote for, and even what we believe in. With chapters like "The Ten Rules of Successful Communication" and "The 21 Words and Phrases for the 21st Century," he examines how choosing the right words is essential. Nobody is in a better position to explain than Frank Luntz: He has used his knowledge of words to help more than two dozen Fortune 500 companies grow. Hell tell us why Rupert Murdoch's six-billion-dollar decision to buy DirectTV was smart because satellite was more cutting edge than "digital cable," and why pharmaceutical companies transitioned their message from "treatment" to "prevention" and "wellness." If you ever wanted to learn how to talk your way out of a traffic ticket or talk your way into a raise, this book's for you.

In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor, the Encyclopedia of Survey Research Methods presents state-of-the-art information and methodological examples from the field of survey research. Although there are other "how-to" guides and references texts on survey research, none is as comprehensive as this Encyclopedia, and none presents the material in such a focused and approachable manner. With more than 600 entries, this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost-benefit standpoint. The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In Understanding Audiences, Andy Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both. Understanding Audiences: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research.

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