



Hard-to-Survey Populations

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Surveys are used extensively in psychology, sociology and business, as well as many other areas, but they are becoming increasingly difficult to conduct. Some segments of the population are hard to sample, some are hard to find, others are hard to persuade to participate in surveys, and still others are hard to interview. This book offers the first systematic look at the populations and settings that make surveys hard to conduct and at the methods researchers use to meet these challenges. It covers a wide range of populations (immigrants, persons with intellectual difficulties, and political extremists) and settings (war zones, homeless shelters) that offer special problems or present unusual challenges for surveys. The team of international contributors also addresses sampling strategies including methods such as respondent-driven sampling and examines data collection strategies including advertising and other methods for engaging otherwise difficult populations.

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