Elementary Survey Sampling - Richard L. Scheaffer

Elementary Survey Sampling introduces students to the design and analysis of sample surveys via a practical, engaging approach. This textbook provides a foundation for understanding how surveys are used in practice—especially in research. It places the main focus on the methodology needed for solving the problems, and provides the details of the estimation procedure using a concise presentation of the necessary formulas. Each chapter then works out the practical example in full detail. Finally, at the end of each chapter, REVIEW SAMPLING problems help students review the chapter's material.

Elementary Survey Sampling is written for a second course in statistics for students majoring in business, engineering, or the sciences. It starts with the basics of descriptive statistics and routine probability calculations, and then moves on to the important methods of the design and analysis of sample surveys.

Elementary Survey Sampling is based on data in general settings both within and beyond the university setting, and to become critical readers of statistical analyses in research papers and in news reports. The first eleven chapters present material typically covered in an introductory course in statistics. The remaining chapters cover more advanced topics. The textbook includes a variety of practical exercises that will enhance their word study instruction.

New for this edition. Larson and Farber continue to demonstrate that statistics is all around us and that it's easy to understand.

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Elementary Survey Sampling - William Mendenhall

Focusing on the practical aspects of survey sampling, this introduction is intended for a one-term service course in survey sampling for students in the social sciences, business, and natural sciences. The book is designed to be accessible to students who have had little or no exposure to probability and statistics. It is written in a clear and concise manner and is accompanied by a comprehensive set of homework assignments.

Elementary Survey Sampling provides a solid foundation for understanding how surveys are used in practice—especially in research. It places the main focus on the methodology needed for solving the problems, and provides the details of the estimation procedure using a concise presentation of the necessary formulas. Each chapter then works out the practical example in full detail. Finally, at the end of each chapter, REVIEW SAMPLING problems help students review the chapter's material.

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