



Applied Survey Sampling

Edward Blair, Johnny Blair

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Written for students and researchers who wish to understand the conceptual and practical aspects of sampling, **Applied Survey Sampling**, by Edward A. Blair and Johnny Blair, is designed to be accessible without requiring advanced statistical training. It covers a wide range of topics, from the basics of sampling to special topics such as sampling rare populations, sampling organizational populations, and sampling visitors to a place. Using cases and examples to illustrate sampling principles and procedures, the book thoroughly covers the fundamentals of modern survey sampling, and addresses recent changes in the survey environment such as declining response rates, the rise of Internet surveys, the need to accommodate cell phones in telephone surveys, and emerging uses of social media and big data.

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