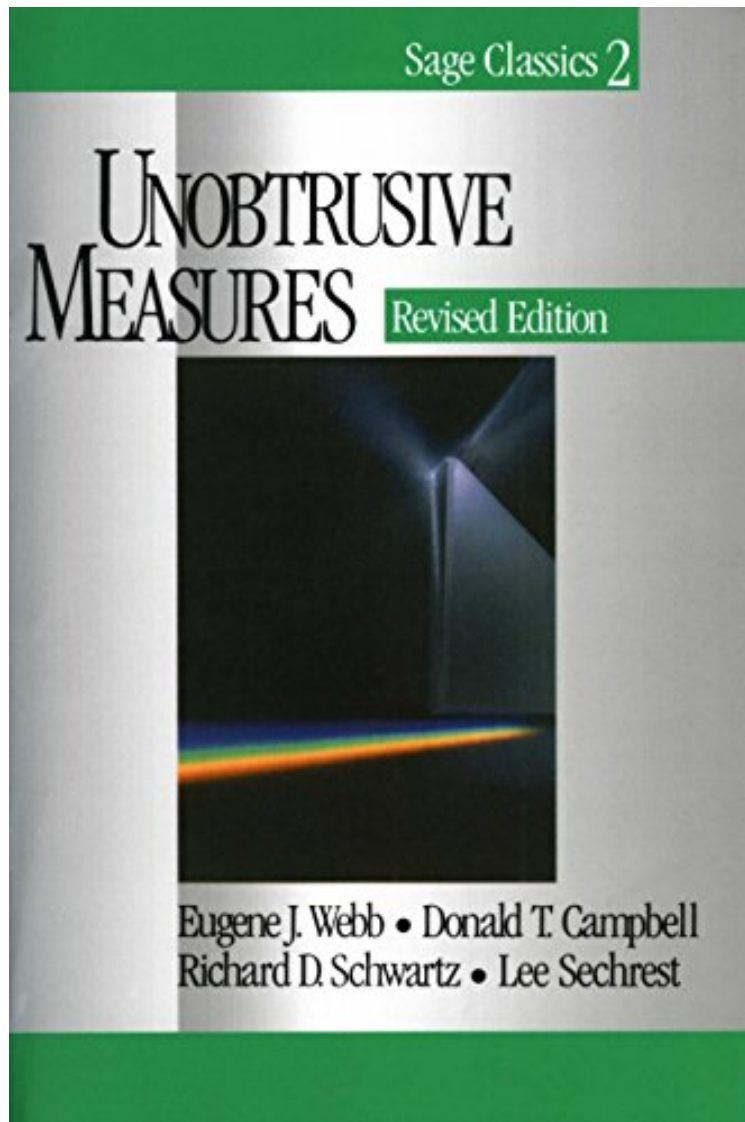


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Unobtrusive Measures (SAGE Classics)

*Von Eugene J. Webb, Donald T. Campbell, Richard D. Schwartz, Lee Sechrest
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Von Eugene J. Webb, Donald T. Campbell, Richard D. Schwartz, Lee Sechrest : Unobtrusive Measures (SAGE Classics) before purchasing it in order to gage whether or not it would be worth my time, and all praised Unobtrusive Measures (SAGE Classics):

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Kurzbeschreibung Thirty-five years ago, the four authors of this book addressed the problems of validity in social science research. They were interested in new and unused methods for obtaining information. The original edition and an expanded version have often been cited as justification for using novel means to supplement, if not replace, conventional techniques, especially survey and archival research. Illustrations abound in this book. While the novelty of the illustrations will keep many a graduate student amused, the more serious purpose is to authorize and motivate ingenuity in obtaining information. Even more fundamental is the strategy of combining very different methods so that research results can, by triangulation, withstand "threats to validity" that so frequently invalidate single-measure, conventional research.

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Synopsis This completely rewritten and updated edition builds on the earlier version's drive to justify novel techniques of survey and archival research. The authors combine methods so that research results can withstand the threats to validity.'