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**PAUL P. BIEMER, PhD, is a distinguished Fellow at RTI International, and Assistant Director for Survey Research at the Odum Institute for**

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**surveys, the need arises for a grounded, basic introduction to current survey methods and quality issues associated with them. Introduction ...**

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**There are a few essentials that  
make up an irresistible survey  
introduction. We've collected  
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list and written up a good**

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