



Electoral Survey Methodology: Insight from Japan on using computer assisted personal interviews (Routledge-WIAS Interdisciplinary Studies)

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While it has been some time since computer technologies were first introduced to social surveys, their methodological advantages, as well as potential limitations, are not yet fully appreciated by the relevant communities of scholars, mass media and governmental organizations. What can computer-assisted surveys do which ordinary paper and pencil interviews (PAPI) can never do? How does the usage of computer technology affect the quality of survey process and of collected data? More generally, what are the issues pertinent to the methodology of public opinion inquiry that are now revealed by the availability of computer-assisted surveying technique?

The book seeks to address these questions systematically, with each individual chapter providing a well-focused analysis and ample evidence from Japan. As the computer-assisted survey is bound to be more dominant in the coming years, this book provides an important foundation for future academic studies as well as their practical applications in the field.

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