

Contents

Preface vii

Acknowledgements x

1 Fundamentals: comparison and control 1

2 Experiments 14

3 Representativeness 31

4 The choice of locale and group 43

5 To interview or not to interview 55

6 Structured questionnaires 72

7 Fieldwork 91

8 Time 104

9 Policy research 120

10 Journalism and literature 134

Guide to further reading 149

Bibliography 155

Index 167