

Attitude Measurement

The field of attitude research has long been recognised as one of the most important and influential within social psychology. But the ever-increasing popularity of survey research as a source of what the public thinks and feels about a wide range of issues has brought the subject into the popular arena, heightening the relevance of the theory and practice of attitude measurement. Roger Jowell and Caroline Roberts, acknowledged leaders in this area of research, have combed the literature to bring together the most comprehensive collection available. The four volumes cover key advances since serious study of the subject began to appear (in the 1920s), with a selection of the articles and papers which present the key figures, the major steps forward in theory or practice and some of the most creative and ingenious methodological work in the social sciences. This set will provide a rich reference source that should appeal to academics and practitioners alike.



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