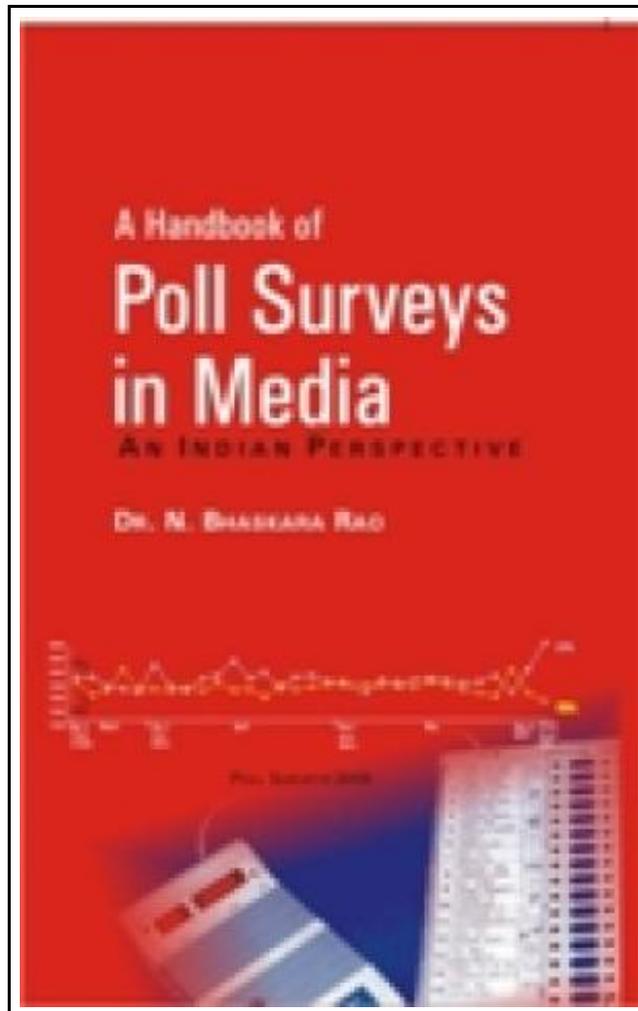


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2010. Hardcover. Book Condition: New. 330 It is a hand book on and about poll surveys and the way they are being used by news media. It points to pre-emptive nature of media coverage of polls. A reference book for those in news media covering up and coming political leaders and aspiring candidates, as well as for budding psephologists and analysts in media, what they should look for from surveys and how they should be appraised. The book highlights transparency in conducting and in use of poll surveys. It reminds researchers and survey agencies, the challenge of upholding sanctity and significance of surveys in public domain. The book tracks long history of news media conducting surveys during objective and credible coverage of polls. It is an insider's view and outsider's concern but with a critical perspective. The book cautions about domino effect of survey syndrome and reminds positive potential of survey research. About The Author:- With active grassroots presence, Dr N Bhaskara Rao has unique background to write this book. Starting as an activist in electoral politics, he studied at two Indian and two USA universities. His 1967 book on politics of leadership was foremost on the subject. He ventured into poll surveys nationally more than 35 years ago and pioneered the methodology. He also had distinguished background of scaling up sample surveys in India in early 1970s. As an applied social researcher he had several path-breaking evaluation studies to his credit. He is founder of more than half a dozen premier research and academic outfits. He expanded ORG into a national outfit and launched media research and poll surveys first time. Dr. Rao held short term assignments with World Bank and ADB and pioneered 'social Audit' of public services in India (1991 1997). Studies in futures is one of...



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