

Research and Measurement Issues in Gambling Studies

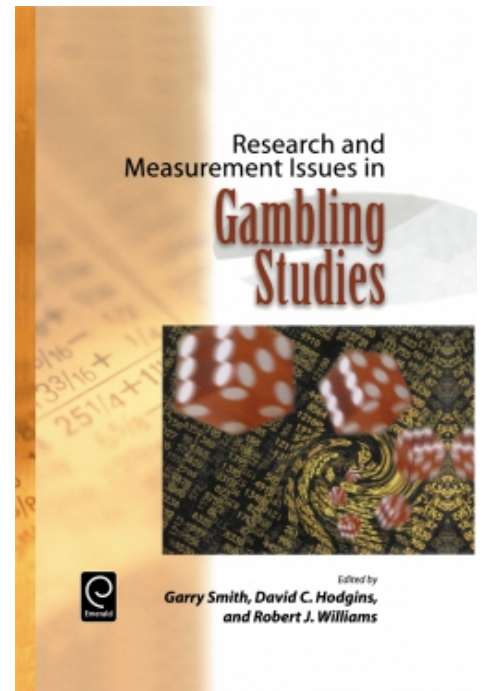
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About the Book

This project started with a focus on measurement, as governments, casino owners, and others are often most interested in the science of gambling. The handbook seeks to serve as a comprehensive reference tool for scholars and professionals who want information about developing viable research strategies and methods. In particular, people who want to learn about gathering data, measuring it, and interpreting their findings in light of ongoing multidisciplinary work. The key features include: first book to focus on the research and measurement issues related to the emergent field of gambling studies; offers a common starting point for researchers with diverse backgrounds by explaining the generally accepted knowledge in the area, research trends, and information gaps; and international contributors provide commentary on the methodologies and measurement tools in use (what's effective, what needs improvement, and future prospects).



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