

## Survey Research Methods Applied Social Research Methods By Fowler Floyd J Published By Sage Publications Inc 5th Fifth Edition 2013 Paperback

The SAGE Handbook of Applied Social Research Methods, Second Edition provides students and researchers with the most comprehensive resource covering core methods, research designs, and data collection, management, and analysis issues. This thoroughly revised edition continues to place critical emphasis on finding the tools that best fit the research question given the constraints of deadlines, budget, and available staff. Each chapter offers key guidance on how to make intelligent and conscious tradeoffs so that one can refine and hone the research question as new knowledge is gained, unanticipated obstacles are encountered, or contextual shifts take place - all key elements in the iterative nature of applied research. Each chapter has been enhanced pedagogically to include more step-by-step procedures, specific, rich yet practical examples from various settings to illustrate the method, parameters to define when the method is most appropriate and when it is not appropriate, and greater use of visual aids (graphs, models, tip boxes) to provide teaching and learning tools. - twenty core chapters written by research experts that cover major methods and data analysis issues across the social and behavioral sciences, education, and management; - emphasis on applying research techniques, particularly in "real-world" settings in which there are various data, money, time, and political constraints; - new chapters on mixed methods, qualitative comparative analysis, concept mapping, and internet data collection; - a newly developed section that serves as a guide for students who are navigating through the book and attempting to translate the chapters into action; - a new Instructor's Resources CD, with relevant journal articles, test questions, and exercises to aid the instructor in developing appropriate course materials.

Applied Social Research focuses on the real world context of applied research. It discusses the often overlooked, yet essential process of planning: poor planning inevitably produces inadequate research. The text helps researchers decide how to approach their applied research problems and to think through the major issues in the design and analysis of their project. 'Applied Social Research' also discussed the idea that in applied social research the use of a single method type is unlikely to provide answers to the often complex set of research questions being addressed and highlights the benefits of using two or more research methods in the one study. The author argues that such mixed method designs are becoming widely used in applied social research, particularly where the methods combine qualitative and quantitative data, thereby enabling a richer set of data to provide various perspectives on the research topic, removing limitations imposed by using single methods. Examples of such designs are provided throughout, useful mixed method designs are outlined and their advantages discussed. With the primary objective of raising ethical sensibility, this volume details the ethical problems and dilemmas faced by applied social science researchers. Issues such as the use of deception, the participant's right to privacy and informed consent, and the potential harm of public disclosure are confronted. The author discusses the need to review ethical problems and their implications in the context of current ethical standards in both society and the scientific community. Case studies illustrate unanticipated ethical dilemmas which might emerge during a research project. Issues are presented and interpreted clearly so that their complexity can be penetrated and potential solutions envisioned. The volume also includes specific methodolo

Organized around the four types of studies typically conducted by effective managers and programs, Practical Research Methods for Nonprofit and Public Administrators integrates traditional research methods topics with specific management applications. This unique text includes extensive end-of-chapter exercises highlighting the importance of qualitative methods and emphasizing practical skills managers should be able to easily and correctly apply.

Research Methods in Social Relations, 8th Edition, features a series of updates and revisions in its comprehensive introduction to current research methods in the social and behavioural sciences. Offers comprehensive coverage of a wide variety of traditional and topical research methods Addresses many newer research approaches such as propensity score matching, mixed methods designs, and confirmatory factor analysis Written to be accessible to a range of social and behavioural science disciplines, including public health, political science, sociology, and psychology Includes new chapters that engage readers in critical thinking about the processes involved in building sustainable partnerships in field and community settings The Companion website includes an array of resources for Instructors, including Test Banks, Power Point lecture slides, discussion questions and exercises This new edition is the much-anticipated follow-up to 2001's seventh edition by Hoyle, Harris and Judd

This comprehensive and accessible textbook overviews the applications of social psychology to a wide range of problems and issues in contemporary society. With internationally respected contributors who survey the major developments in their fields, this practical guide incorporates advice, examples and reading lists. The first part of the book outlines a number of general frameworks that inform the applications of social psychology, namely language, attitudes, decision-making and survey research; Part Two focuses on major behavioural domains, including health and economic behaviour; Part Three explains the relationship between social psychology and social institutions, highlighting, for instance, the media, law and politics; and the final part addresses the broader social and cultural implications of contemporary social psychology, covering such key concerns as violence, ageing and cross-cultural questions.

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Popular with over 49,000 readers for giving those who want to collect, analyze, or read about survey data, a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy, and credibility, this new edition presents the latest methodological knowledge on survey research. New to this edition is coverage of: Improved techniques for evaluating survey questions The latest options available to researchers in using the computer and the internet for surveys Recent methodological findings to enhance survey research With an emphasis on the importance of minimizing nonsampling errors through superior question design, quality interviewing, and high response rates, this book helps readers understand the relationship of data collection to figures and statistics based on the survey—and how much confidence to place in the reported results based on this relationship.

Palliative and end of life care are concerned with the physical, social, psychological and spiritual care of people with advanced disease. It currently has a poorly developed research base, but the need to improve this is increasingly recognised. One of the reasons for the lack of research - and the variable quality of the research that is undertaken - is the difficulty of conducting research with very ill and bereaved people. Standard and well-established research methods may need to be adapted to work in this context. This means that existing research methods textbooks may be of limited use to palliative care practitioners seeking to do research for the first time, or to more experienced researchers wanting to apply their knowledge in palliative care settings. This research methods textbook is the first to be written specifically for palliative care. It has been edited by four experienced palliative care academics with acknowledged expertise and international reputations in this field. It encompasses methods used in both clinical and health services research in palliative care, with sections on clinical, epidemiological, survey and qualitative research, as well as a section covering skills needed in any research project. Each chapter provides readers with an up to date overview of the research method in question, an understanding of its applicability to palliative care and of the particular challenges of using it in this setting. It is essential reading for all palliative care researchers.

The Fourth Edition of the bestselling Survey Research Methods presents the very latest methodological knowledge on surveys.

Author Floyd J. Fowler Jr. provides students and researchers who want to collect, analyze, or read about survey data with a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy, and credibility. The Fourth Edition has been updated in four primary ways: it much more prominently addresses the growth of the Internet for data collection and the subsequent rapid expansion of online survey usage; it addresses the precipitous drop in response rates for telephone surveys, particularly those based on random-digit dialing; it offers new and expanded coverage monitoring the continued improvement in techniques for presurvey evaluation of questions; and it addresses the growing role of individual cell phone in addition - and often instead of - household landlines. Two new chapters, "The Nature of Error in Surveys" and "Issues in Analyzing Survey Data," further emphasize the importance of minimizing nonsampling errors through superior question design, quality interviewing, and high response rates. Key Features Covers the expansion of cell phone use and legislation regarding them; this offers survey researchers guidance as to policy implications and practical application Expands the coverage of web-based and online surveys as well as the latest resources available to the beginning and expert researcher Offers in-depth discussion of non-response and sample size issues, especially as they relate to power Focuses on data analysis, especially with regard to bivariate and multivariate approaches. Fowler walks students and researchers through the various types of analyses one would do once the data are ready to analyze. Provides a list of strengths and weaknesses for each of the different types of survey data collection, including the more recent web-based approaches Includes updated references and survey examples that offer various levels of students and researchers other exemplary literature and models Survey Research Methods, Fourth Edition gives compact, yet comprehensive coverage, making it an ideal companion or beginning text. Praise for Floyd J. Fowler, Jr. and the previous edition: "Fowler is smart, straightforward, and sensible in writing about research methodology. Students have a lot to gain from his wisdom and experience." —Mark Berends, Vanderbilt University

Clinical trials have become essential research tools for evaluating the benefits and risks of new interventions for the treatment and prevention of diseases, from cardiovascular disease to cancer to AIDS. Based on the authors' collective experiences in this field, *Introduction to Statistical Methods for Clinical Trials* presents various statistical topics relevant to the design, monitoring, and analysis of a clinical trial. After reviewing the history, ethics, protocol, and regulatory issues of clinical trials, the book provides guidelines for formulating primary and secondary questions and translating clinical questions into statistical ones. It examines designs used in clinical trials, presents methods for determining sample size, and introduces constrained randomization procedures. The authors also discuss how various types of data must be collected to answer key questions in a trial. In addition, they explore common analysis methods, describe statistical methods that determine what an emerging trend represents, and present issues that arise in the analysis of data. The book concludes with suggestions for reporting trial results that are consistent with universal guidelines recommended by medical journals. Developed from a course taught at the University of Wisconsin for the past 25 years, this textbook provides a solid understanding of the statistical approaches used in the design, conduct, and analysis of clinical trials.

*Applied Social Psychology* combines the science of social psychology with the practical application of solving social problems that exist in the real world. This exciting textbook provides a thorough explanation of how social psychologists can contribute to the understanding and management of different social problems. A highly prestigious team of contributors from across Europe and the United States illustrate how social psychological theories, research methods and intervention techniques can be successfully applied to problems encountered in the fields of physical and mental health, immigration and integration, economic behaviour, political behaviour, environmental behaviour, organisations and the classroom. This expanded edition also features new chapters on the dynamic fields of consumer behaviour, traffic behaviour, criminal behaviour, sport and development aid. Each field studied features an overview of important problems, the role of human behaviour in these problems, the factors influencing relevant behaviour, and effective ways to change this behaviour. This is an essential volume for all undergraduate and graduate students studying applied social psychology.

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Research that has been presented primarily by quantitative research can benefit from the voice of the participants and the added value of the different perspective that qualitative research can provide. The purpose of mixed methods research is to draw from the positive aspects of both research paradigms to better answer the research question. This type of research is often used in schools, businesses, and non-profit organizations as they strive to address and resolve questions that will impact their organizations. *Applied Social Science Approaches to Mixed Methods Research* is an academic research publication that examines more traditional and common research methods and how they can be complimented through qualitative counterparts. The content within this publication covers an array of topics such as entrepreneurship, social media, and marginalization. It is essential for researchers, academicians, non-profit professionals, business professionals, and higher education faculty, and specifically targets master or doctoral students committed to writing their theses, dissertations, or scholarly articles, who may not have had the benefit of working on a traditional research team.

Covers the latest methodologies and research on international comparative surveys with contributions from noted experts in the field *Advances in Comparative Survey Methodology* examines the most recent advances in methodology and operations as well as the technical developments in international survey research. With contributions from a panel of international experts, the text includes information on the use of Big Data in concert with survey data, collecting biomarkers, the human subject regulatory environment, innovations in data collection methodology and sampling techniques, use of paradata across the survey lifecycle, metadata standards for dissemination, and new analytical techniques. This important resource: Contains contributions from key experts in their respective fields of study from around the globe Highlights innovative approaches in resource poor settings, and innovative approaches to combining survey and other data Includes material that is organized within the total survey error framework Presents extensive and up-to-date references throughout the book Written for students and academic survey researchers and market researchers engaged in comparative projects, this text represents a unique collaboration that features the latest methodologies and research on global comparative surveys.

First Published in 1990. Routledge is an imprint of Taylor & Francis, an informa company.

This book gives researchers and students a user-friendly, step-by-step guide to planning qualitative research. Based on a course that the author taught for 7 years at the Harvard Graduate School of Education, it is written in an informal, jargon-free style and incorporates many examples and hands-on exercises. Rather than the rigid, linear approach to design that

is usually found in research methods textbooks--and which is particularly ill suited for qualitative research--this book presents a flexible, systemic model of design. This model not only better fits what experienced qualitative researchers actually do, but provides a clear framework for designing a study and developing a research proposal. This edition includes new or substantially expanded discussions of research paradigms, defining a research problem, site and participant selection, relationships with research participants, data analysis, and validity, as well as more examples and exercises.

The Fifth Edition of Floyd J. Fowler Jr.'s bestselling *Survey Research Methods* presents the very latest methodological knowledge on surveys. Offering a sound basis for evaluating how each aspect of a survey can affect its precision, accuracy, and credibility, the book guides readers through each step of the survey research process. This fully updated edition addresses the growth of the Internet for data collection and the subsequent rapid expansion of online survey usage, the precipitous drop in response rates for telephone surveys, the continued improvement in techniques for pre-survey evaluation of questions, and the growing role of individual cell phones in addition to—and often instead of—household landlines. Throughout the book, the author puts the profound changes taking place in the survey research world today into perspective, helping researchers learn how to best use new and traditional options for collecting data. Praise for the First Edition: "The book makes a valuable contribution by synthesizing current research and identifying areas for future investigation for each aspect of the survey process." —*Journal of the American Statistical Association* "Overall, the high quality of the text material is matched by the quality of writing . . ." —*Public Opinion Quarterly* ". . . it should find an audience everywhere surveys are being conducted." —*Technometrics* This new edition of *Survey Methodology* continues to provide a state-of-the-science presentation of essential survey methodology topics and techniques. The volume's six world-renowned authors have updated this Second Edition to present newly emerging approaches to survey research and provide more comprehensive coverage of the major considerations in designing and conducting a sample survey. Key topics in survey methodology are clearly explained in the book's chapters, with coverage including sampling frame evaluation, sample design, development of questionnaires, evaluation of questions, alternative modes of data collection, interviewing, nonresponse, post-collection processing of survey data, and practices for maintaining scientific integrity. Acknowledging the growing advances in research and technology, the Second Edition features: Updated explanations of sampling frame issues for mobile telephone and web surveys New scientific insight on the relationship between nonresponse rates and nonresponse errors Restructured discussion of ethical issues in survey research, emphasizing the growing research results on privacy, informed consent, and confidentiality issues The latest research findings on effective questionnaire development techniques The addition of 50% more exercises at the end of each chapter, illustrating basic principles of survey design An expanded FAQ chapter that addresses the concerns that accompany newly established methods Providing valuable and informative perspectives on the most modern methods in the field, *Survey Methodology, Second Edition* is an ideal book for survey research courses at the upper-undergraduate and graduate levels. It is also an indispensable reference for practicing survey methodologists and any professional who employs survey research methods.

"Alec Levenson's immensely practical guide shows every organization that uses employee surveys or is considering using them how to make them more effective, valuable, and reliable--and how to make better use of them"--

This new edition of the best-selling *Survey Research Methods* aims to give those who collect, analyze or read about survey data a sound basis for evaluating data collection procedures. With an emphasis on the importance of minimizing nonsampling errors through good question design, good quality interviewing and high response rates, this book will help readers understand the relationship of the details of data collection to figures and statistics based on the survey.

Presenting the most up-to-date methodological knowledge on survey research, the new edition covers: the role of microcomputers in data collection and data entry procedures; the latest research findings on the training and supervision of interviewers; and significant developments in question design and evaluation.

Praised in the first edition for the clarity of his general framework for conceptualizing meta-analysis, Rosenthal's revised edition covers the latest techniques in the field, such as a new effect size indicator for one size data, a new coefficient of robustness of replication, new procedures for combining and comparing effect sizes for multiple dependent variables, and new data on the magnitude of the problem of incomplete retrieval (the file drawer problem).

Vast amounts of digital data are now generated daily by people as they go about their lives, yet social researchers are struggling to exploit it. At the same time, the challenges faced by society in the 21st century are growing ever more complex, and demands research that is bigger in scale, more collaborative and multi-disciplinary than ever before. This cutting-edge volume provides an accessible introduction to innovative digital social research tools and methods that harness this 'data deluge' and successfully tackle key research challenges. Contributions from leading international researchers cover topics such as: Qualitative, quantitative and mixed methods research Data management Social media and social network analysis Modeling and simulation Survey methods Visualizing social data Ethics and e-research The future of social research in the digital age This vibrant introduction to innovative digital research methods is essential reading for anyone conducting social research today.

The most comprehensive annotated bibliography available on the first 45 years of polling and survey research in the United States.

*Handbook of Applied Social Research Methods* is a comprehensive, intelligent & authoritative guide to researchers who need to select & use the most suitable approach, specific designs, & data collection procedures for their applied research.

Questions as Measures An Overview Designing Questions to Gather Factual Data Questions to Measure Subjective States Some General Rules for Designing Good Survey Instruments Presurvey Evaluation of Questions Assessing the Validity of Survey Questions Question Design and Evaluation Issues in Perspective.

Presenting social science research methods within the context of human service practice, *APPLIED SOCIAL RESEARCH* is the ideal text for

courses focused on applied research in human services, counseling, social work, sociology, criminal justice, and community planning. With in-depth coverage of all the topics taught in traditional social science research methods courses, APPLIED SOCIAL RESEARCH brings the subject to life by showing how research is increasingly used in practice today. In addition, this fully updated edition includes a thought-provoking Eye on Ethics feature and new and revised Research in Practice vignettes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Providing a compact yet comprehensive coverage of survey research, this is an ideal companion or beginning text.

The SAGE Handbook of Social Research Methods is a must for every social-science researcher. It charts the new and evolving terrain of social research methodology, covering qualitative, quantitative and mixed methods in one volume. The Handbook includes chapters on each phase of the research process: research design, methods of data collection, and the processes of analyzing and interpreting data. The volume maintains that there is much more to research than learning skills and techniques; methodology involves the fit between theory, research questions research design and analysis. The book also includes several chapters that describe historical and current directions in social research, debating crucial subjects such as qualitative versus quantitative paradigms, how to judge the credibility of types of research, and the increasingly topical issue of research ethics. The Handbook serves as an invaluable resource for approaching research with an open mind. This volume maps the field of social research methods using an approach that will prove valuable for both students and researchers. This book focusses on the identification of communication risks, their causes and effects and the practices to mitigate the risks from both state of the art and state of the practice perspectives. It's like puzzle solving game. According to Casey "Communication is one the biggest issue that cause due to geographical, temporal and socio-cultural distances." At the end of the book authors provide set of recommendations based on the best practices that need to be followed by the globally distributed organizations to achieve communicated environment just like co-located settings.

Qualitative Research Design: An Interactive Approach, Second Edition provides researchers and students with a user-friendly, step-by-step guide to planning qualitative research. A bestseller in its First Edition, this invaluable book presents an innovative approach to the components of design and how they interact with each other. The text presents a clear strategy for creating coherent and workable relationships among these design components and highlights key design issues. Based on a course the author taught for seven years at the Harvard Graduate School of Education, the work is written in an informal, jargon-free style and incorporates many examples and hands-on exercises.

Many authors have argued that applying social psychology to the solution of real world problems builds better theories. Observers have claimed, for example, that of human behavior applied social psychology reveals more accurate principles because its data are based on people in real-life circumstances (Helmreich, 1975; Saxe & Fine, 1980), provides an opportunity to assess the ecological validity of generalizations derived from laboratory research (Ellsworth, 1977; Leventhal, 1980), and discloses important gaps in existing theories (Fisher, 1982; Mayo & LaFrance, 1980). Undoubtedly, many concrete examples can be mustered in support of these claims. But it also can be argued that applying social psychology to social issues and problems builds better research methods. Special methodological problems arise and new perspectives on old methodological problems emerge when researchers leave the laboratory and tackle social problems in real-world settings. Along the way, we not only improve existing research techniques but also develop new research tools, all of which enhance our ability to obtain valid results and thereby to understand and solve socially relevant problems. Indeed, Campbell and Stanley's (1966) seminal work on validity in research design grew out of the application of social science in field settings. In this spirit, the principal aim of this volume is to present examples of methodological advances being made as researchers apply social psychology in real-life settings. A practical guide to producing standardized, and reliable, interviews, this volume represents a blending of social science theories of interviewing dynamics, the authors' own extensive research on interview-related error and research evidence from other prominent methodologists.

Providing a complete portal to the world of case study research, the Fourth Edition of Robert K. Yin's bestselling text Case Study Research offers comprehensive coverage of the design and use of the case study method as a valid research tool. This thoroughly revised text now covers more than 50 case studies (approximately 25% new), gives fresh attention to quantitative analyses, discusses more fully the use of mixed methods research designs, and includes new methodological insights. The book's coverage of case study research and how it is applied in practice gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. Key Features of the Fourth Edition Highlights each specific research feature through 44 boxed vignettes that feature previously published case studies Provides methodological insights to show the similarities between case studies and other social science methods Suggests a three-stage approach to help readers define the initial questions they will consider in their own case study research Covers new material on human subjects protection, the role of Institutional Review Boards, and the interplay between obtaining IRB approval and the final development of the case study protocol and conduct of a pilot case Includes an overall graphic of the entire case study research process at the beginning of the book, then highlights the steps in the process through graphics that appear at the outset of all the chapters that follow Offers in-text learning aids including "tips" that pose key questions and answers at the beginning of each chapter, practical exercises, endnotes, and a new cross-referencing table Case Study Research, Fourth Edition is ideal for courses in departments of Education, Business and Management, Nursing and Public Health, Public Administration, Anthropology, Sociology, and Political Science.

Essential management guidance for real-world applied research projects Managing Applied Social Research equips you with the skills, strategies, and knowledge you need to effectively manage research projects. Written by a team of nationally-known researchers, this book covers the systematic management of applied social research studies from 'soup to nuts,' providing researchers with an easy-to-follow process and the tools and templates for improving the quality, ethical conduct, and usefulness of the final products. The authors merge expertise adapted from the field of project management with their decades of experience in using established research methodologies and practices to offer readers; practical examples and insights gleaned from major research houses such as Rand, Urban Institute, Mathematica, American Institutes for Research, and others. Key concepts and methodologies are systematically unpacked, with detailed discussion of both theoretical bases and practical applications in the field. Written in plain English, the case studies and vignettes illustrate typical approaches to different scenarios, and the checklists, templates, and other tools provide guides for action. Starting from basic social research strategies, you'll build an understanding of applied research issues and how projects are best managed in a messy, imperfect world. From conceptualization and proposal through implementation, analysis, and reporting, this book helps you lead your projects to success. Learn the skills and concepts necessary to effectively manage applied research projects for the social science disciplines Anticipate and prepare for common challenges and obstacles Understand the various roles and their requisite tasks and responsibilities Learn strategies for making effective decisions about a study's scope, work, schedule, people, budget, and risks during each phase of the research study Social science research is an essential well of information upon which society is run. Proper management is the key to any

research project's success, and success becomes more critical in the field given the potential ramifications in terms of policy and its effects on real, everyday people. Managing Applied Social Research provides sound guidance and expert insight with an essential real-world focus.

Designing & Conducting Survey Research, third edition Since it was first published in 1992, Designing and Conducting Survey Research has become the standard reference in the field for public and nonprofit managers who are responsible for conducting effective and meaningful survey research. This updated and expanded third edition builds on the first two volumes and contains additional statistical techniques, new reporting methods that meet the growing demands for accountability, and more user-friendly analysis methods. Designing and Conducting Survey Research is a complete, practical guide to conducting sample survey research. In a comprehensive manner, it explains all major components of survey research, including construction of the instrument, administration of the process, and analysis and reporting of results. Clear, concise, and accessible, this guide explains how to conduct a survey research project from start to finish. Further, it shows how this research method can be applied in such diverse fields as urban affairs, social science, and public administration. Designing and Conducting Survey Research is an excellent tool that will help both professionals and students understand and explain the validity of sample survey research. Praise for the Previous Edition of Designing & Conducting Survey Research "Clear, thorough, well-written, and eminently practical. Takes you step by step through all you need to know to conduct a survey or evaluate one and provides a basic understanding of the theoretical basis of sampling. The clarity of the book makes it a model for effective instruction and one that opens the road for those who must master the subject themselves." -Norton Long, professor emeritus of political science, University of Missouri, St. Louis "A basic tool for conducting survey research projects that any researcher can understand and use. Freed of confusing statistical theory yet comprehensive in approach, with step by step details." -John B. Sauvajot, public management consultant and former deputy chief administrative officer, San Diego County "Demystifies the arcane world of pollsters and survey research. Anyone who conducts surveys, hires survey consultants, reads reports, or makes policy based on survey data will benefit from this book." -Robert J. Waste, Survey Research Center, California State University, Chico

Fairness in the workplace is a key element to the successful management and development of an organization. By evaluating the treatment of employees within educational settings, as well as examining their reaction to fair and effective leadership practices, an institution gains a competitive edge within the global academic landscape. The Handbook of Research on Organizational Justice and Culture in Higher Education Institutions examines employee perspectives and behavior within educational settings. Highlighting the application of organizational integrity practices being used to meet the demands of institutional employees within developing and developed economies, this publication is a vital reference source for academicians, professionals, researchers, and students interested in higher education business management and development.

In this book, the author considers such issues as how to identify situations most appropriate for a mail survey, how to reduce sampling bias and question response errors, and how to obtain good response rates from a mail survey.

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