Contents

1. Some Preliminaries 1
   - 1.1 Defining Empirical Research 1
   - 1.2 Conducting Empirical Research in a World Without Constraints 4
   - 1.3 Conducting Empirical Research in a World With Constraints 7
   - 1.4 (Revisiting) The Goals of Empirical Research 15

Part I. Designing Research 19

2. Questions, Theories, Observable Implications 23
   - 2.1 Research Questions 23
   - 2.2 Theories and their Observable Implications 30
   - 2.3 Rival Explanations 37
3. Measurement 41
   - 3.1 Measuring Concepts 43
   - 3.2 Evaluating Measures and Measurement Methods 46

Part II. Collecting and Coding Data 59

4. Collecting Data 63
   - 4.1 Identifying the Target Population 63
   - 4.2 Locating and Generating Data 65
   - 4.3 Deciding How Much Data to Collect 85
5. Coding Data 95
   - 5.1 Developing Coding Schemes 97
   - 5.2 Assigning a Value to Each Unit Under Study 106

Part III. Analyzing Data 117

6. Summarizing Data 119
   - 6.1 Variables 120
   - 6.2 An Introduction to Tools for Summarizing Variables 123
   - 6.3 Displays 124

6.4 Descriptive Statistics 130
6.5 The Empirical Rule 138

7. Statistical Inference 143
7.1 The Logic of Statistical Inference 144
7.2 Confidence Intervals 149
7.3 Hypothesis Testing 155
7.4 Cross-Tabulation and Tests for Tables 165

8. Regression Analysis: The Basics 173
8.1 Lines and Linear Relationships 174
8.2 Ordinary Least Squares 176
8.3 Simple Linear Regression and Statistical Inference 182

9. Multiple Regression Analysis and Related Methods 193
9.1 Multiple Regression 195
9.2 Model Specification 205
9.3 Logistic Regression 212

Part IV. Communicating Data and Results 223

10. General Principles for Communicating and Visualizing Data and Results 229
10.1 General Principles for Communicating Data and Results 231
10.2 General Principles for Visualizing Data and Results 245

11. Strategies for Presenting Data and Statistical Results 259
11.1 Communicating Data 260
11.2 Presenting Results 278

12. Concluding Remarks 291

Appendix A Supplementary Materials 295
A.1 Additional Resources 295
A.2 Statistics Glossary 295
A.3 Statistical Notation 298

References 299
Index 317