

Contents

Preface to the Eighth Edition	xv
Acknowledgments	xix
About the Companion Website	xx
Part I Underpinnings of Social Relations Research	1
Chapter 1 Ways of Thinking and Knowing	3
Recognizing Importance of Research Methods and Relevance of Research Perspective	3
The Place of Values in Social Science Research	7
Contestability in Social and Physical Sciences	8
Casual Observation	11
Naïve Hypotheses and Theories of Social Behavior	13
Sources of Support for Naïve Hypotheses Underlying Casual	15
Observation	18
Logical Analysis	18
Authority	19
Consensus	20
Observation	20
Past Experience	22
Toward a Science of Social Behavior	22
Summary	26
Chapter 2 Doing Social Science Research	29
The Nature of Social Science Theories and Hypotheses	30
What Makes a Theory Productive?	32
The Functions of Research in Constructing Theories	35
Discovery	35
Demonstration	36

vi Contents

Refutation	37
Replication	37
Criteria for Evaluating Social Science Research	38
Construct Validity	38
Internal Validity	39
External Validity	39
Conclusion Validity	40
Maximizing Construct Validity	41
Maximizing Internal Validity	43
Maximizing External Validity	48
Basic and Applied Research	49
Summary	49
 Chapter 3 Ethical Principles	 53
The Tuskegee Syphilis Study	53
Why Did Ethical Concerns Arise?	55
The Belmont Report	57
Respect for Persons	57
Beneficence	60
Justice	62
Focus on Ethical Issues in Experimental Research: Deception	64
Using Deception in an Ethical Manner	66
Focus on Ethical Issues in Quasi-Experimental Research: Confidentiality and Anonymity	67
Focus on Ethical Issues in Non-Experimental Research: Participant Observation	68
Is Not Doing a Study Ethical?	69
The Ethical Review Process	70
Closing Thoughts	75
Summary	76
 Chapter 4 Roles and Relations among Researchers, Practitioners, and Participants in Engaged Research	 81
Roles of Researchers in Work with Practitioners, Policy Makers, and Participants in Social Research	84
Action Research Approaches	86
Participatory Action Research	87
Community-Based Participatory Research	87
Importance of Work that Engages Practitioners and Is Relevant to Policy	89
Historical Roots of Engaged Research	90
Importance of Collaborative Engaged Research	92
Prior Social Relations Research Affecting Policy and Practice	93
Applied versus Translational Research	94
Practical Suggestions for Developing Relations with Policy Makers, Practitioners, and Communities	94
Developing Relationships	95

Being Aware of and Acknowledging Other Ongoing Research and Partnership Efforts	96
Organizing Meetings	97
Building Commitment to the Work	98
Dynamics of Power in Relationships with Communities	98
Communication	99
Establishing Timelines for Work and a Work Plan	99
Finding Support for the Research	100
Summary	103
Illustrative Examples	103
 Chapter 5 Research in Laboratory Settings	 107
When Should the Laboratory Be Used?	109
Universalistic versus Particularistic Research Goals	109
Basic versus Applied Research	110
Examining What Does Happen versus What Would Happen	111
Manipulable versus Nonmanipulable Independent Variables	112
Short versus Long Time Frames	112
Participants' Awareness of the Research	113
Summary	113
Types of Laboratory Study	114
Impact Studies	114
Judgment Studies	114
Observational Studies	115
Summary	115
Artifact and Artificiality	115
The Laboratory and Types of Validity	116
Internal Validity	116
Construct Validity	116
External Validity	118
"Artificiality" of the Laboratory	119
Overcoming Threats to Validity of Laboratory Research	120
Experimenter Expectancy	120
Demand Characteristics	124
Elements of a Laboratory Study	125
Setting	125
Independent Variable	126
Manipulation Checks	130
Dependent Variable	132
Debriefing	134
Summary	136
 Chapter 6 Research in Field and Community-Based Settings	 139
Levels of Analysis	141
Randomization: Pro and Con	143
Illustrations of Non-Laboratory Research	147

Experimental Research: The Jigsaw Classroom	147
Non-Experimental Research: Engaging and Persisting in Volunteerism	148
Non-Experimental Research: Impacts of Post-Secondary Education on Inmate Recidivism Rates, an Action Research Study	149
Can We Afford Not to Do Applied Research?	151
Illustration: Living Downwind of Nuclear Reactors	151
Conducting Research in Community Settings	154
Cultural Issues	156
Control of Extraneous Factors, Statistical and Otherwise	158
Summary	159
Part II Research Approaches in Social Relations Research	161
Chapter 7 Measurement and Reliability	163
From Abstract Concepts to Concrete Representations	164
Constructs	164
Variables	165
Operational Definitions	165
Operational Definitions Are Necessary but Rarely Sufficient	165
Definitional Operationism	166
Measurement Presupposes a Clearly Defined Construct	167
Developing Questionnaire Items	169
Questions Aimed at Facts	170
Questions Aimed at Beliefs or Attitudes	170
Questions Aimed at Friendship Patterns and Attitudes toward Specific Others	172
Questions Aimed at Behavior	172
Question Content: General Issues	173
Question Structure	175
Expressing All Alternatives	175
Avoiding Unwarranted Assumptions	175
Open-Ended versus Closed-Ended Questions	176
Response Options for Closed-Ended Questions	178
Filters and the Assessment of No Opinion	179
Question Sequence	179
Sequence within a Topic Area	180
Item Wording for Sensitive Questions	181
Creating Multiple-Item Scales	182
Issues Concerning Item Construction in Multiple-Item Scales	183
Levels of Measurement	184
Nominal	184
Ordinal	184
Interval	184
Ratio	185

Types of Multiple-Item Scales	186
Differential Scales	186
Cumulative Scales	187
Summated Scales	189
Semantic Differential Scales	191
Reliability and Sources of Unreliability	192
Test-Retest Reliability	195
Internal Consistency Reliability	195
Inter-Rater Reliability	196
Factors that Affect Reliability	196
Summary	197
 Chapter 8 Evaluating the Construct Validity of Measures	 201
Using Multiple Methods of Measurement	202
Indirect Methods of Measurement	204
Collateral Reports	204
Observation	205
Physiological Measures	207
Other Indirect Methods	209
Summary	210
Evaluating Construct Validity	211
Face Validity	212
Content Validity	212
Criterion Validity	213
Convergent Validity	214
Discriminant Validity	215
Validity and the Nomological Net	216
The Multitrait-Multimethod Matrix	216
Exploratory and Confirmatory Factor Analyses	221
Cultural Issues in Measurement	224
Summary	225
 Chapter 9 Sampling Methods	 229
Some Basic Definitions and Concepts	231
Nonprobability Sampling	234
Haphazard Samples	234
Quota Samples	234
Purposive Samples	235
Snowball Samples	236
Concluding Thoughts about Nonprobability Sampling	237
Probability Sampling	237
Simple Random Samples	238
Selecting a Random Sample	239
Obtaining and Using Random Numbers	239

Principles Underlying the Use of Probability Sampling	241
Common Errors in Random Sampling	243
Stratified Random Sampling	244
Cluster Sampling	247
Sampling Error	249
Random Digit Dial (RDD) Telephone Sampling	250
Sampling Elements Other Than People	251
Summary	253
Chapter 10 Randomized Experiments	257
Controlling and Manipulating Variables	258
Random Assignment	261
Independent Variables that Vary Within and Between Participants	263
Threats to Internal Validity	264
Selection	265
Maturation	265
History	266
Instrumentation	267
Mortality	267
Selection by Maturation	268
Illustrating Threats to Internal Validity with a Research Example	269
Selection	270
Selection by Maturation	270
Maturation	271
History	271
Instrumentation	271
Mortality	272
Construct Validity of Independent Variables in a Randomized Experiment	272
Alternative Experimental Designs	274
Design 1: Randomized Two-Group Design	274
Design 2: Pretest-Posttest Two-Group Design	275
Design 3: Solomon Four-Group Design	276
Design 4: Between-Participants Factorial Design	277
Repeated Measures Designs	282
Analyzing Data from Experimental Designs	284
Strengths and Weaknesses of Randomized Experiments	284
Experimental Artifacts	285
External Validity	285
The Problem of College Sophomores in the Laboratory	286
The Failure of Experiments to Provide Useful Descriptive Data	287
Summary	288
Chapter 11 Quasi-Experimental and Other Nonrandomized Designs	291
Examples of Nonrandomized Designs	293
Survey Study	293
Quasi-Experimental Intervention Study	295

Conditions for Causality	297
Illustrative Nonrandomized Designs	300
Static-Group Comparison Design	300
Pretest–Posttest Nonequivalent Control Group Design	302
One-Group Pretest–Posttest Design	304
Interrupted Time-Series Design	305
Replicated Interrupted Time-Series Design	309
Single Case/Single Subject Designs	310
Regression Effects: Challenges of Matching in Quasi-Experimentation	312
Regression Discontinuity Analysis	317
Propensity Score Matching	318
Summary	320
 Chapter 12 Non-Experimental Research	 323
Types of Non-Experimental Research	325
Causal Thinking and Correlational Data	326
Analyzing Non-Experimental Quantitative Data	328
Longitudinal Panel Designs	329
Naturalness in Research	330
Benefits and Costs of Naturalness	332
When Might We Not Need Natural Settings?	333
Observational Research	335
Unobtrusive Measures Involving Physical Traces	335
Systematic Observation	338
Relatively Unstructured Methods: Ethological Approaches	339
Structured Methods: Checklists or Coding Schemes	341
Steps in Conducting an Observation	345
Archival Research	349
Statistical Records	351
Characteristics of Archival Research	354
Research Survey Archives	355
Verbal Records	356
Public and Private Documents	356
Mass Communications/Social Media	356
Issues in Archival Research	359
Summary	360
 Chapter 13 Qualitative Research	 365
Narrative Analysis	366
Research Example of Narrative Analysis	367
Analyzing and Reporting Narrative Data	368
Focus Groups	371
How Focus Groups Are Structured and Conducted	371
Case Study of the Strategic Use of Focus Groups	375
What Focus Groups Can and Cannot Do	376
Oral History	378

Participant Observation	382
Field Notes	384
Analyzing Field Notes	385
Generalization	386
Ethical Concerns	387
Summary	388
 Chapter 14 Survey Research	 391
Major Components of Survey Research and Sources of Error	393
Major Survey Research Designs	394
Modes of Data Collection	396
Questionnaires	396
Face-to-Face Interviews	400
Telephone Interviews	402
Asking Sensitive Questions	405
Summary	408
 Chapter 15 Evaluation Research	 413
Background	414
Defining Program Evaluation	415
Program Evaluation and Accountability	415
Steps in an Evaluation	417
Summative and Formative Evaluations	418
Detailed Description of Stages in Conducting a Program Evaluation	419
Developing a Conceptual Model	420
Developing Evaluation Questions	421
Developing an Evaluation Design	422
Collecting Data	422
Analyzing Data	423
Providing Information to Interested Audiences	423
A Quasi-Experimental Program Evaluation: Compensatory Education	424
The Politics of Applied and Evaluation Research	427
Results with Immediate Impact	427
Vested Interests and Competing Criteria	428
Technical Decisions with Ideological Consequences	429
Clients' and Other Stakeholders' Participation in Evaluations	430
Summary	432
Appendix: Criteria for Effective Evaluations	434
 Chapter 16 Mixed Methods Approaches: Learning from Complementary Methods	 437
Overview	437
When to Use Mixed Methods	438
Triangulation	441

Brief Background of Mixed Methods Approaches	443
Types of Mixed Methods Approaches	443
Framing Perspectives for Mixed Methods	444
Decisions in Selecting the Type of Mixed Methods Design	444
Major Types of Mixed Methods Designs	445
Convergent Parallel Design	445
Explanatory Sequential Design	446
Exploratory Sequential Design	446
Embedded Design	446
Transformative Design	447
Multiphase Design	448
Wrapping Up	448
Summary	449
 Part III Analysis and Writing	 453
 Chapter 17 Critically Reviewing Research Reports and Literatures	 455
Reviewing Individual Research Studies	456
Step One: Read the Abstract	457
Step Two: Read the Introduction	457
Step Three: Read the Method Section with a Fine-Tooth Comb	457
A. Participants	457
B. Measures or Apparatus	458
C. Procedures	459
Step Four: Evaluate the Results	460
Step Five: Take the Discussion Section with More than a Grain of Salt	460
Reviewing Bodies of Research on a Single Topic	461
Searching the Literature	461
Other Ways of Locating Articles	463
Reviewing the Literature: "Traditionally" and Meta-Analytically	465
Understanding the Concept of Effect Size: The Foundation of Meta-Analysis	468
Coding Studies for a Meta-Analysis	470
Coding Other Features of Studies	473
Basic Meta-Analytic Tests: Combining and Comparing Studies	474
Writing and Reading Meta-Analyses	479
Summary	482
 Chapter 18 Writing the Research Report	 485
Preface	486
Some Preliminary Considerations	487
Which Report Should You Write?	487
Arguments for Position Number Two	488
Arguments for Position Number One	489

The "Hourglass" Shape of the Report	490
Introduction	491
What Is the Problem Being Investigated?	491
The Literature Review	493
Your Study	494
Method	494
What to Include	494
Ethical Issues	497
Results	497
Setting the Stage	497
Presenting the Findings	498
Discussion	501
Summary or Abstract	503
References	503
Appendix	503
Some Suggestions on Procedure and Style	504
Accuracy and Clarity	504
Work from an Outline	504
Write Simply. Use Examples. Use Friends as Reviewers	504
Omit Needless Words	505
Avoid Metacomments on the Writing	506
Use Repetition and Parallel Construction	506
Be Compulsive. Be Willing to Restructure	507
Person and Voice	507
Tense	508
Avoid Language Bias	508
A. Research Participants	508
B. Sex and Gender	508
C. Racial and Ethnic Identity	510
D. Sexual Orientation and Identification	510
E. Disabilities	510
Summary	511
References	513
Index	535