Detailed Contents

Pre	race	XXIII
Ack	nowledgments	xxvii
Abo	out the Authors	xxix
P	ART I: FOUNDATIONS	1
1.	Research in the Real World	3
	Do Methods Matter?	3
	Good Evidence Comes From Well-Made Research	3
	May the Best Methodology Win	4
	Research-Savvy People Rule	5
	Research, Policy, and Practice	5
	Performance Measurement	5
	Evaluation Research	6
	Evidence-Based Policy and Programs	6
	Evidence Can Mislead	7
	Misleading Measurements	7
	Misleading Samples	7
	Misleading Correlations	8
	What Is Research?	8
	Secondary and Primary Research	8
	It Comes in Various Shapes and Sizes	9
	It's Never Perfect	9
	It's Uncertain and Contingent	10
	It Aims to Generalize	10
	Bits and Pieces of a Puzzle	10
	It Involves Competition and Criticism	12
	It Can Be Quantitative, Qualitative, or a Mix of Both	12
	Formulating Research Questions	12
	How the World Is—Not How It Should Be	12
	Applied and Basic Research	12
	Questions We Ideally Would Like to Answer, and Those We Really Can	13
	Descriptive and Causal Research	14
	Description: What Is the World Like?	14
	Causation: How Would the World Be Different If Something Changed?	15
	Causation, flow would the world be Different it soffictilling Changed?	13

	Causal Research Needs Qualitative Research	15
	Don't Confuse Correlation With Causation	16
	Epistemology: Ways of Knowing	16
	The Scientific Method	17
	Induction and Deduction	17
	Proof Requires Fresh Data	18
	Truth in Social Science: Controversy and Consensus	19
	Approaching Research From Different Angles	19
	Consuming Research	20
	Commissioning Research	20
	Conducting Research	21
	Ethics of Research	21
	Conclusion: The Road Ahead	22
2.	Theory and Models	25
4.	Fighting Crime in New York City	25
	What Is a Theory?	26
	Theories Tell Causal Stories	26
		27
	Theories Explain Variation	27
	Theories Generate Testable Hypotheses Theories Take Different Forms in Different Disciplines	28
	Where Do Theories Come From?	29
		29
	Induction and Deduction	29
	Theories, Norms, and Values	
	Modifiable and Nonmodifiable Variables	30
	What Is a Model?	30
	Variables and Relationships	31
	Independent and Dependent Variables	31
	Causal Mechanisms	32
	Direction of a Relationship	33
	Naming Variables	35
	Models With Multiple Causes	35
	Causal and Noncausal Relationships	36
	Unit of Analysis	37
	Same Theory, Different Unit of Analysis	38
	Logic Models	38
	Do Smaller Classes Help Kids Learn?	41
	Intervening Variables	42
	What About Other Causes?	43
	Usefulness of a Logic Model	44
	Tips for Creating a Logic Model	45
	Additional Issues in Theory Building	48
	Theories of the Independent Variable	48
	Moderators	48
	The Aggregation Problem and the Ecological Fallacy	49

Hierarchical (Multilevel) Models and Contextual Variables	50
Theoretical Research	50
Conclusion: Theories Are Practical	50
Qualitative Research	55
Fighting Malaria in Kenya	55
Theory, Causes, and Qualitative Research	56
What Is Qualitative Research?	57
Contrasting Qualitative With Quantitative Research	57
Small-n Studies and Purposive Sampling	58
Focus on Cases Rather Than Variables	59
Advantages of Qualitative Research	59
Schools of Thought in Qualitative Research	60
Existing Qualitative Data	61
Archival and Other Written Documents	62
Visual Media, Popular Culture, and the Internet	62
Qualitative Interviews	62
Unstructured Interviews	63
Semistructured Interviews	63
Asking Truly Open-Ended Questions	65
The Power of Probes	65
Some Practical Considerations When Doing Interviews	66
Focus Groups	67
What Do People Think of Congestion Pricing?	67
Moderating a Focus Group	67
Why a Focus Group? Why Not Individual Interviews?	70
Telephone and Online Focus Groups	70
Qualitative Observation	71
Participant Observation and Ethnography	71
Why Do the Homeless Refuse Help?	71
Levels on a Participation-Observation Continuum	72
Secret Shopping and Audit Studies	73
Case Study Research	73
Maryland's Gun Violence Act	74
Selecting a Case to Study	75
Qualitative Data Analysis	75
Integration of Analysis and Data Gathering	75
Coding and Content Analysis	76
Qualitative Data Analysis Software	78
The Qualitative-Quantitative Debate	80
A Brief History of the Debate	80
Blurring the Lines: How Qualitative and Quantitative Approaches Overlap	81
A Qualitative-Quantitative Research Cycle	82
Mixed-Methods Research and Triangulation	84

	Ethics in Qualitative Research	85
	Presenting Qualitative Data	85
	Uncovering Sensitive Information	85
	Deception in Participant Observation	86
	Should Qualitative Research Empower People?	86
	Conclusion: Matching Methods to Questions	86
-		01
PA	ART II: STRATEGIES FOR DESCRIPTION	91
4.	Measurement	93
	The U.S. Poverty Measure	93
	What Is Measurement?	93
	Measurement in Qualitative Research	94
	Performance Measurement	94
	Measurement: The Basic Model and a Road Map	95
	Conceptualization	95
	Defining Can Be Difficult	96
	Where Do Conceptualizations Come From?	97
	Manifest and Latent Constructs	98
	Dimensions	98
	Operationalization	99
	Birth of the U.S. Poverty Measure	99
	Instruments	101
	Protocols and Personnel	102
	Proxies and Indicators	102
	Scales and Indexes	103
	Validity	106
	Is the U.S. Poverty Measure Valid?	106
	Face Validity	106
	Content Validity	107
	Valid for What Purpose?	108
	Criterion-Related Validity	108
	Self-Reported Drug Use: Is It Valid?	108
	Does the Measure Predict Behavior?	110
	Limitations of Validity Studies	113
	Measurement Error	115
	Bias	115
	Random Error—Noise	116
	Bias and Noise in the U.S. Poverty Measure	116
	Error Model of Measurement	117
	Reliability	118
	Why Reliability Matters	118
	Many Ways to Tell If a Measure Is Reliable	121

	Validity and Reliability in Qualitative Research	124
	Levels of Measurement	124
	Quantitative Measures	125
	Categorical Measures	127
	Turning Categorical Variables Into Quantitative Ones	128
	Units of Analysis and Levels of Measurement	131
	Measurement in the Real World: Trade-Offs and Choices	132
	What Will It Cost?	132
	Is It Ethical?	133
	How Will It Affect the Quality and Rate of Responding?	133
	Validity-Reliability Trade-Off	133
	Use an Established Measure or Invent a New One?	134
	Measurement Matters	135
5.	Sampling	139
٥.	Gauging the Fallout From Hurricane Katrina	139
	Generalizability	140
	Population of Interest, Sampling, and Generalizability	141
	Are Experiments More Generalizable?	141
	Replicating Research and Meta-Analysis	142
	Are Relationships More Generalizable? Health and Happiness in Moldova	143
	Generalizability of Qualitative Studies	144
	Basic Sampling Concepts	145
	Population, Sample, and Inference	145
	Census Versus Sample	146
	Coverage and Nonresponse Bias	148
	Sampling Frames and Coverage Issues	148
	Nonresponse	148
	When Does Nonresponse Cause Bias?	149
	When Do Coverage Problems Cause Bias?	151
	Ethics of Nonresponse	152
	Nonprobability Sampling	153
	Voluntary Sampling	153
	Convenience Sampling	154
	Sampling Online: Open Web Polls and Internet Access Panels	154
	Purposive Sampling and Qualitative Research	156
	Random (Probability) Sampling	157
	The Contribution of Random Sampling	157
	Random Sampling Versus Randomized Experiments	158
	Simple Random Sampling	158
	*Sampling Distributions and Statistical Inference	160
	Confidence Intervals (Margins of Error)	162
	*Calculating a Confidence Interval or Margin of Error	163
	Interpreting Confidence Intervals (Margins of Error)	163

	Sample Size and Sampling Precision	165
	Variability and Sampling Precision	160
	What a Margin of Error Does Not Tell You	16
	Two Meanings of the Word Sample	168
	Sampling in Practice	169
	Systematic Sampling	169
	Stratified Sampling	170
	Disproportionate Sampling (Oversampling)	170
	*Poststratification Weighting	17
	Sampling With Probabilities Proportional to Size (PPS)	172
	Multistage and Cluster Sampling	172
	Design Effects: Complex Survey Sampling Corrections	174
	Random Digit Dialing Sampling	174
	Sampling and Generalizability: A Summary	175
6.	Secondary Data	18
	Tracking the Flu	18
	What Are Quantitative Data?	18
	Quantitative Data Versus Quantitative Variables	182
	Quantitative Versus Qualitative Research	182
	Forms of Quantitative Data	183
	Micro, Aggregate, and Multilevel Data	183
	Time Dimension of Data	186
	Where Do Quantitative Data Come From?	187
	Administrative Records	187
	Adapting Administrative Data for Research	188
	Vital Statistics, Crime Reports, and Unemployment Claims	190
	Ethics of Administrative Record Data	191
	Published Data Tables	192
	Where to Find Published Tables	192
	Published Time-Series and Panel Data	192
	Public Use Microdata	195
	Secondary Analysis of Public Use Data: A	
	New Model of Research?	195
	Know the Major Surveys in Your Field	195
	Accessing and Analyzing Public Use Data	204
	Data Archives	204
	Ethics of Public Use Microdata	205
	Linking Data	206
	Some Limitations of Secondary Data	206
	Does Data Availability Distort Research?	206
	When to Collect Original Data?	207
	Conclusion	207

7.	Primary Data Collection: Surveys and Observation	211
	Taking the Nation's Economic Pulse	211
	When Should You Do a Survey?	212
	Do You Know Enough About the Topic?	212
	Does the Information Exist Already in Another Source?	212
	Can People Tell You What You Want to Know?	212
	Will People Provide Truthful Answers?	213
	Steps in the Survey Research Process	213
	Identify the Population and Sampling Strategy	213
	Develop a Questionnaire	214
	Pretest Questionnaire and Survey Procedures	214
	Recruit and Train Interviewers	215
	Collect Data	215
	Enter and Prepare Data for Analysis	215
	Analyze Data and Present Findings	216
	Modes of Survey Data Collection	216
	Intercept Interview Surveys	216
	Household Interview Surveys	217
	Telephone Interview Surveys	218
	Mail Self-Administered Surveys	219
	Group Self-Administered Surveys	221
	Web or Internet Surveys	221
	Establishment (Business or Organization) Surveys	223
	Panel or Longitudinal Surveys	224
	Crafting a Questionnaire	224
	Develop an Outline of Survey Items	224
	If You Could Ask Only One or Two Questions	224
	Prepare Mock Tables and Charts of Survey Results	225
	Look for Prior Surveys on Your Topic	225
	Hook Respondents With Your First Few Questions	225
	Closed-Ended Versus Open-Ended Questions	227
	Some Advice on Question Wording	228
	Put Yourself in Your Respondent's Shoes	232
	Ethics of Survey Research	232
	Informed Consent	232
	Pushing for a High Response Rate	232
	Overburdening Respondents	233
	Protecting Privacy and Confidentiality	233
	Surveying Minors	233
	Making Survey Data Available for Public Use	234
	Trained Observation	234
	Observing Social Disorder	234
	Conclusion	237

8.	Making Sense of the Numbers	241
	"Last Weekend I Walked Eight"	241
	Units, Rates, and Ratios	242
	What Units?	242
	Rates or Why Counts Often Mislead	243
	Percent Change and Percentage Point Change	244
	The Strangeness of Percent Change on the Return Trip	245
	Rates of Change and Rates of Change of Rates	245
	Odds	246
	Prevalence and Incidence	246
	Distributions	247
	Distribution of a Categorical Variable	247
	Distribution of a Quantitative Variable	248
	Measures of Center: Mean and Median	250
	When to Use Median? When to Use Mean?	251
	Measures of Spread and Variation	252
	Standard Deviation	253
	Pay Attention to the Standard Deviation, Not Just the Mean	253
	Standardized (z) Scores	254
	Quantiles: Another Way to Measure Spread	255
	Coefficient of Variation: A Way to Compare Spread	255
	Relationships Between Categorical Variables	256
	Cross-Tabulation	256
	Relative Risks and Odds Ratios: Another Way to	
	Show Relationships in Categorical Data	258
	Adjusted and Standardized Rates: When to Use Them	259
	Relationships Between Quantitative Variables: Scatterplots and Correlation	260
	Scatterplots	260
	Correlation	261
	Simple Regression: Best-Fit Straight Line	262
	Interpreting the Regression Coefficient (Slope)	264
	Can a Regression Coefficient Be Interpreted As a Causal Effect?	266
	Changes Versus Levels	267
	R-Squared and Residuals: How Well Does the Line Fit the Data?	267
	Effect Size and Practical Significance	268
	Effect Size	268
	Practical Significance	268
	Inference and the Standard Error	269
	Confidence Intervals	270
	Univariate Statistics and Relationships Both Have Confidence Intervals	271
	Confidence Intervals Only Reflect Some Sources of Error	271
	Significance Tests	272
	Falsification and the Logic of Significance Testing	272
	Running a Significance Test	273

	p Values	274
	Chi-Square Test of Cross-Tabs	275
	Other Test Statistics	275
	Universality of the p Value	275
	Statistical Significance, Practical Significance, and Power	276
	Combinations of Statistical and Practical Significance	276
	Failing to Recognize a Difference: Type II Errors	279
	Power	280
	Multiple Comparison Corrections	281
	The Debate About Significance Testing	281
	Sample Size Calculations: Getting the Precision You Want	281
	Adjusting Inference for Clustering and Other Complex Sampling	282
	Statistical Software	283
	Spreadsheets	283
	Statistical Packages: SAS, IBM® SPSS®, and Stata	283
	Specialized Modeling and Matrix Language Programs	283
	Conclusion: Tools for Description and Causation	283
9	Making Sense of Multivariate Statistics	293
	Multiple Regression: The Basics	293
	Multiple Regression for Prediction	295
	The Danger (and Necessity) of Out-of-Sample Extrapolation	295
	R-Squared and Adjusted R-Squared	296
	All Else Held Constant: A Bit More Mathematics	296
	Multicollinearity	297
	When You Can't Disentangle the Independent Variables	297
	How Many Independent Variables Can One Regression Have?	298
	Standardized Coefficients: The Relative Importance of	
	Independent Variables	299
	Inference for Regression	299
	Standard Error of the Coefficient	299
	Confidence Intervals in Regression	300
	Confidence Interval of a Predicted Value	301
	Significance Testing in Regression	301
	Influences on Inference in Multiple Regression	302
	Categorical Independent Variables	303
	Dummy Variables	303
	Isn't There a Simpler Way to Estimate Differences in Means?	303
	Categorical Variables With More Than Two Possible Values	304
	Interpreting the Coefficient of a Dummy Variable	305
	Adjusting Rates and Other Variables	307
	Analysis of Variance (ANOVA)	307
	Interactions in Regression	307
	How to Use and Interpret Interaction Variables	308

	Interactions With Quantitative Variables	310
	Always Include Both Main Effects	310
	Functional Form and Transformations in Regression	310
	How to Fit a Curved Relationship	311
	How to Interpret Coefficients When a Variable Is Logged	311
	The Value of Robustness and Transparency	312
	Categorical Variables as Dependent Variables in Regression	313
	Linear Probability Model	313
	Logistic and Probit Regression	314
	Marginal Effects	314
	What If the Dependent Variable Has More Than Two Categories?	314
	Beware of Unrealistic Underlying Assumptions	315
	Which Statistical Methods Can I Use?	315
	Other Multivariate Methods	317
	Path Analysis	317
	Factor Analysis	318
	Structural Equation Modeling	320
	Multilevel Models	320
	Time Series and Forecasting	322
	Panel Data Methods	323
	Spatial Analysis	324
	Limited Dependent Variables	324
	Survival Analysis	325
	More Multivariate Methods Not Covered	325
	Conclusion	325
tandesco.		and the same of th
PA	ART III: STRATEGIES FOR CAUSATION	327
10.	Causation	329
	Family Dinners and Teenage Substance Abuse	329
	Correlation Is Not Causation	331
	Possible Explanations of a Correlation	331
	Causation and Reverse Causation	331
	Common Causes	332
	Bias From a Common Cause	332
	Bias From an Unknown or Complex Common Cause	334
	Bias From Reverse Causation: Simultaneity Bias	335
	Other Examples of Correlation That Imply Causation	335
	Causal Mechanisms	336
	Chance Correlations and Statistical Significance	337
	Arrows, Arrows Everywhere	338
	Why Worry About the Correct Causal Model?	339
	Evidence of Causation: Some Initial Clues	339
	The Cause Happens Before the Effect	340

	The Correlation Appears in Many Different Contexts	340
	A Plausible Mechanism and Qualitative Evidence	341
	There Are No Plausible Alternative Explanations	341
	Common Causes Are Accounted for in the Analysis	342
	Self-Selection and Endogeneity	343
	Self-Selection	343
	Endogeneity	344
	The Counterfactual Definition of Causation	345
	If We Only Had a Time Machine	346
	Experimentation and Exogeneity: Making Things Happen	346
	Can Exercise Cure Depression?	347
	Why Experimentation Beats Passive Observation	347
	Exogeneity: Imposing a Change	348
	Control: Holding Things Constant	349
	Experimentation: A Review of the Basic Steps	350
		350
	Comparative Experiments Limited Generalizability of Lab Experiments	351
	그 사람들이 하는 사람들이 아이를 하면서 하는 사람들이 아니다 아이를 하는데 잘 먹었다면서 하는데 하는데 그리고 있다.	351
	Ethical Difficulties Are Inherent in Experimentation	351
	Experimentation, Policy, and Practice	
	Conclusion: End of Innocence	352
11.	Observational Studies With Control Variables	355
	Private Versus Public Schools	355
	Observational Studies	355
	The Gold Standard for Description—but Not for Causal Estimation	356
	Limitations of an Observational Study	357
	Control Variables	357
	How Control Variables Help Disentangle a Causal Effect	358
	How to Choose Control Variables	358
	How Did Control Variables Change the Estimate of a Causal Effect?	359
	An Empirical Example: Education and Earnings	359
	Step 1: Speculate on Common Causes	360
	Step 2: Look for Differences	361
	Step 3: Stratify by Control Variables	361
	How Does Controlling for Aptitude Change the Estimate of the Effect of College?	362
	Omitted Variables Bias	363
	Interactions	364
	A Different Choice of Control Variable	364
	More Than One Control Variable at a Time	365
		366
	How to Choose Control Variables	367
	The Importance of Using Path Diagrams	
	Intervening Variables Should Not Be Used as Controls	368
	Complex Common Causes and Unexplained Correlations	369
	Causes That Can Be Ignored	369

	Choosing Good Control Variables Depends on Your Question	370
	Unmeasured Variables and Omitted Variable Bias	370
	Proxies	371
	Bias in Perspective	372
	From Stratification to Multiple Regression	372
	Using More Than One (or Two) Control Variables	372
	Control Variables That Are Quantitative	372
	Regression: From Description to Causation	373
	Multiple Regression: Brief Overview and Interpretation	374
	How Multiple Regression Is Like Stratification: A Graphical Illustration	376
	Specification: How the Choice of Control Variables Influences Regression Results	377
	What About Unmeasured Variables?	379
	The Effect of Breastfeeding on Intelligence: Is There a Causal Connection?	379
	First Studies	379
	Step 1: Speculate on Common Causes	379
	Step 2: Examine the Relationship Between the Independent Variable of	
	Interest and Potential Common Causes	380
	Step 3: Implement Control Variables Through Multiple Regression	380
	How to Interpret Multiple Regression Coefficients: Effects of Controls	382
	How to Interpret Multiple Regression Coefficients: Effect of Interest	382
	Adding and Removing Controls: What Can Be Learned?	384
	Technical Complexities	386
	Further Topics in Multiple Regression	386
	Possible Effects of Adding Control Variables	386
	Interactions, Functional Form, and Categorical Dependent Variables	386
	The Decision to Focus on One Causal Effect—and the Confusion It Can Cause	387
	When Is Low R-Squared a Problem?	388
	Software Doesn't Know the Difference, but You Should	390
	Control Variables in Perspective	390
12	Randomized Field Experiments	395
12.	Time Limits on Welfare	395
	Florida's Family Transition Program: A Randomized Field Experiment	396
	Random Assignment: Creating Statistical Equivalence	397
	Random Assignment in Practice	397
	Statistical Equivalence: A Look at the Data	399
	Why Random Assignment Is Better Than Matching or Control Variables	400
	Findings: What Happened in Pensacola	402
	The Logic of Randomized Experiments: Another Look	402
	Statistical Significance of an Experimental Result	404
	Generalizability of Randomized Experiments	405
	Random Assignment Versus Random Sampling	405
	The Limited Settings of Randomized Field Experiments	406
	Volunteers and Generalizability	408

The Ideal Study: Random Sampling, Then Random Assignment	409
Generalizability of the Treatment	411
Variations on the Design of Experiments	411
Arms in an Experiment	411
Factors in an Experiment	412
Heterogeneous Treatment Effects	412
Human Artifacts in Experiments	413
Placebo Effect and Blinding	413
Unobtrusive or Nonreactive Measures	414
Contamination	415
Cluster Randomization	415
Demoralization and Rivalry	416
Noncompliance	417
Attrition	417
Analysis of Randomized Experiments	417
Balancing and the Occasional Need for Control Variables	418
Sample Size and Minimal Detectable Effects	418
Intent to Treat Analysis	418
Treatment of the Treated in Moving to Opportunity	419
Qualitative Methods and Experiments	421
Conclusion	422
Natural and Quasi Experiments	427
A Casino Benefits the Mental Health of Cherokee Children	427
What Are Natural and Quasi Experiments?	428
Natural Experiments: Taking Advantage of Exogenous Events	428
Quasi Experiments: Evaluating Intentional or Planned Treatments	430
Why Distinguish Quasi Experiments From Natural Experiments?	432
Internal Validity of Natural and Quasi Experiments	436
Exogeneity and Comparability	436
Theory of the Independent Variable	437
Nothing's Perfect	437
Generalizability of Natural and Quasi Experiments	437
Generalizability of the Treatment Effect	438
Types of Natural and Quasi Experimental Studies	438
Before-After Studies	439
Interrupted Time Series	440
Cross-Sectional Comparisons	442
Matching	444
Case-Control Studies	447
Prospective and Retrospective Studies	449
Difference-in-Differences Strategy	451
Do Parental Notification Laws Reduce Teenage Abortions and Births?	451
What Does a Difference-in-Differences Study Assume?	452

13.

	Retrospective Pretests and Other Retrospective Variables	45
	Difference-in-Differences in a Regression Framework	45
	Panel Data for Difference in Differences	45
	What Do Panel Difference-in-Differences Studies Assume?	45
	Weaknesses of Panel Difference-in-Differences Studies	45
	Instrumental Variables and Regression Discontinuity	45
	Instrumental Variables	45
	Regression Discontinuity	45
	Conclusion	46
	Searching for and Creating Exogeneity	46
	Estimating Causal Effects in Perspective: A Wrap-Up to Part III	46
PA	ART IV: APPLICATIONS	46
14.	The Politics, Production, and Ethics of Research	46
	Risking Your Baby's Health	46
	From Research to Policy	46
	Rational Model of Policy	46
	Pathways of Influence	47
	Politics and Other Barriers	47
	How Can Research Have More Influence?	47
	The Production of Research	47
	Who Funds Research?	47
	How Time and Cost Shape Research	47
	Where Is Research Conducted?	47
	Research Cultures and Disciplines	48
	Ethics of Research	48
	Poisoned by New York's Best Restaurants	48
	History of Human Subjects Abuses in Research	48.
	Principles of Ethical Research Emerge	48
	The IRB Process	48
	Ethical Dilemmas in Research	48
	That Ethical State of Mind	48
	Conclusion	48
15.	How to Find, Focus, and Present Research	48
	Where to Find Research	48
	Journals	48
	Open-Access and e-Journals	49
	Books	49
	Attending Conferences and Seminars	49
	Reports	49
	Working Papers	49

How to Search for Studies	493
Google Scholar	494
Electronic Resources: Indexes, Full-Text Databases, and Aggregators	495
Wikipedia	496
Browsing and Following Citation Trails	497
Bibliographic Citation Software	498
How to Focus Your Own Research Question	498
Different Kinds of Researchers	498
For Those Getting Started: Topics, Questions, and Problems	498
Make Your Question Positive, Not Normative	499
Know If Your Question Is Descriptive or Causal	500
Distinguish the Question You Want to Answer From the Question	
You Can Answer	500
For the Applied Researcher Given a Policy or Practice Question to Answer	501
For Experienced Researchers: Finding an Important (but Doable) Question	502
How to Write and Present Research	503
The Importance of Rewriting	503
Know Your Audience	503
Organization of a Research Report	504
Writing About Numbers	507
Tables and Figures	509
Tips for Creating Good Tables	509
Tips for Creating Good Figures	511
How to Write About Qualitative Research	511
Presenting: How It Is and Is Not Like Writing	514
Conclusion	515
Glossary	517
References	
Index	549