

CONTENTS

Preface	vii
Acknowledgments	xi
PART I • ELEMENTS OF SOCIAL RESEARCH	1
CHAPTER 1 • What Is (and Is Not) Social Research?	5
Introduction	5
Some Conventional Views of Social Research	7
Social Research and Other Ways of Representing Social Life	16
How Social Research Differs	20
Conclusion	26
CHAPTER 2 • The Goals of Social Research	29
Introduction	29
Seven Main Goals	32
The Link Between Goals and Strategies	44
The Social Nature of Social Research	49
CHAPTER 3 • The Process of Social Research:	
Ideas and Evidence	51
Introduction	51
The Interpretive Model of Social Research	53
Processes and Strategies of Social Research	67
The Challenge of Social Research	69
CHAPTER 4 • The Ethics of Social Research	71
Introduction	71
Ethical Dilemmas and Failures	72
The Troubled History of Ethical Research	73
The Current Ethical Standards and Institutional Oversight	77
Ethical and Professional Dilemmas Facing Social Researchers	81
The Problem of Representation	94
Conclusion	95

PART II • STRATEGIES OF SOCIAL RESEARCH

99

CHAPTER 5 • Using Qualitative Methods to Study Commonalities

101

Introduction	101
The Goals of Qualitative Research	103
The Process of Qualitative Research	105
Using Qualitative Methods	110
The Study of a Single Case	120
Conclusion	121

CHAPTER 6 • Using Comparative Methods to Study Diversity

123

Introduction	123
Contrasts With Other Research Strategies	124
The Goals of Comparative Research	126
The Process of Comparative Research	129
Using Comparative Methods	132
Conclusion	145

CHAPTER 7 • Using Quantitative Methods to Study Covariation

147

Introduction	147
The Goals of Quantitative Research	149
Contrasts With Other Research Strategies	152
The Process of Quantitative Research	154
Using Quantitative Methods	160
Conclusion	167

Afterword: The Promise of Social Research

169

With Mary Driscoll

Appendix: Computing Correlation Coefficients

179

References

187

Glossary/Index

197

About the Authors

217