## Contents

## Preface

Chapter 1	Introduction	1
	Why Study Research Methods?	2
	Consuming Research Evidence	2
	Producing Research Evidence	4
	Methodological Approaches to the Social World	5
	Some Preliminary Research Questions	6
	An Experimental Answer	7
	An Answer from Survey Research	8
	An Answer from Field Research	10
	An Answer from Available Data	11
	Conclusions	12
	An Overview of the Book	13
Chapter 2	The Nature of Science	15
	The Aim of Science	15
	Science as Product	16
	Scientific versus Nonscientific Questions	16
	Knowledge as Description	17
	Knowledge as Explanation and Prediction	18
	Knowledge as Understanding	20
	Tentative Knowledge	21
	Science as Process	22
	Durkheim's Study of Suicide	23
	Logical Reasoning	25
	Empiricism	28
	Objectivity	29
	Control	30
	Critiques of Scientific Inquiry	33
	The Ideal and the Reality of Scientific Inquiry	33
	Alternative Models of Social "Science"	35
	Summary	37

XV

- -----

PARTII	Research Design	39
Chapter 3	Elements of Research Design	41
	Origins of Research Topics	41
	Units of Analysis	43
	Aggregate Data	44
	Ecological Fallacy	45
	Variables	46
	Types of Variables	47
	Relationships	49
	Relationships among Qualitative Variables	51
	Relationships among Quantitative Variables	52
	Relationships between a Qualitative and a Quantitative Variable	53
	Statistically Significant Relationships	56
	The Nature of Causal Relationships	57
	Formulating Questions and Hypotheses	64
	Research Purposes and Research Design	68
	Stages of Social Research	69
	Stage 1: Formulation of the Research Question	69
	Stage 2: Preparation of the Research Design	70
	Stage 3: Measurement	71
	Stage 4: Sampling	71
	Stage 5: Data Collection	71
	Stage 6: Data Processing	71
	Stage 7: Data Analysis and Interpretation	71
	Summary	72
Chapter 4	Measurement	74
	The Measurement Process	75
	Conceptualization	75
	Operationalization	76
	Operational Definitions in Social Research	80
	Verbal Reports	81
	Observation	82
	Archival Records	83
	Selection of Operational Definitions	83
	Levels of Measurement	84
	Nominal Measurement	85
	Ordinal Measurement	86
	Interval Measurement	87
	Ratio Measurement	88
	Discussion	88
	Reliability and Validity	89
	Sources of Error	90

	Reliability Assessment	93
	Test–Retest Reliability	93
	Split-Half and Internal Consistency Reliability	94
	Intercoder Reliability	94
	Improving Reliability	95
	Validity Assessment	96
	Subjective Validation	96
	Criterion-Related Validation	97
	Construct Validation	98
	A Final Note on Reliability and Validity	101
	Summary	102
Chapter 5	Sampling	104
	Why Sample?	105
	Population Definition	106
	Sampling Designs	110
	Probability Sampling	110
	Random Selection	110
	Simple Random Sampling	111
	Stratified Random Sampling	116
	Cluster Sampling	118
	Systematic Sampling	123
	Nonprobability Sampling	124
	Convenience Sampling	124
	Purposive Sampling	125
	Quota Sampling	126
	Other Sampling Designs	127
	Combined Probability and Nonprobability Sampling	128
	Referral Sampling	129
	Factors Affecting Choice of Sampling Design	130
	Stage of Research and Data Use	130
	Available Resources	131
	Method of Data Collection	131
	Factors Determining Sample Size	132
	Population Heterogeneity	132
	Desired Precision	132
	Sampling Design	134
	Available Resources	135
	Number of Breakdowns Planned	135
	Final Notes on Sampling Errors and Generalizability	136
	Summary	138

PART II	Methods of Data Collection	141
Chapter 6	Experimentation	143
	The Logic of Experimentation	144
	Testing Causal Relations	144
	Matching and Random Assignment	146
	Internal and External Validity	147
	Sampling in Experiments	150
	Staging Experiments	151
	An Example: Who Will Intervene?	152
	Subject Recruitment and Acquisition	
	of Informed Consent	154
	Introduction to the Experiment	154
	The Experimental Manipulation	155
	Manipulation Checks	155
	Measurement of the Dependent Variable	156
	Debriefing	157
	Pre-testing	158
	Experimental and Mundane Realism	158
	The Experiment as a Social Occasion	159
	Demand Characteristics	160
	Evaluation Apprehension	161
	Other Motives of Experimental Subjects	162
	Experimenter Effects	163
	Minimizing Bias Resulting from the Social Nature	
	of Experimentation	164
	Experimentation outside the Laboratory	165
	Field Experiments	166
	Experimental Designs in Survey Research	169
	Units of Analysis Other Than Individuals	171
	Summary	171
Chapter 7	Experimental Designs	173
	Threats to Internal Validity	174
	Pre-experimental Designs	178
	Design 1: The One-Shot Case Study	178
	Design 2: The One-Group Pre-test–Post-test Design	179
	Design 3: The Static Group Comparison	180
	True Experimental Designs	181
	Design 4: The Pre-test–Post-test Control Group Design	181
	Design 5: The Post-test-Only Control Group Design	182
	Design 6: The Solomon Four-Group Design	183
	Within-Subjects Designs	183
	Overview of True Experimental Designs	185

	Factorial Experimental Designs	186
	Interaction Effects	189
	Quasi-experimental Designs	192
	Example 1: Interracial Attitudes and Behaviour	
	at a Summer Camp	195
	Example 2: The Connecticut Crackdown on Speeding	197
	Summary	200
Chapter 8	Survey Research	202
	General Features of Survey Research	203
	Large-Scale Probability Sampling	203
	Systematic Procedures: Interviews	
	and Questionnaires	204
	Quantitative Data Analysis	206
	Secondary Analysis of Surveys	207
	Survey Research Designs	208
	Cross-Sectional Designs	209
	Longitudinal Designs	210
	Steps in Survey Research: Planning	213
	Face-to-Face and Telephone Interviewing	217
	Face-to-Face Interviewing	217
	Telephone Interviewing	219
	Paper-and-Pencil Questionnaires	221
	Computer-Assisted Self-Interviews	223
	Mixed-Mode Surveys	225
	Field Administration	226
	Interviewer Recruitment and Selection	226
	Interviewer Training	228
	Pre-testing	228
	Gaining Access	229
	Interviewing	232
	Supervision and Quality Control	235
	Follow-Up Efforts	236
	Strengths and Limitations of Surveys	237
	Summary	239
Chapter 9	Survey Instrumentation	241
	The Survey as a Social Occasion	242
	Materials Available to Survey Designers	245
	Open-Ended and Closed-Ended Questions	246
	Direct and Indirect Questions	248
	Response Formats	251
	Visual and Media Aids	255
	Existing Questions	255

Sketches or Preliminaries	256
The Opening	257
The Placement of Sensitive and Routine Questions	257
Order, Flow, and Transition	258
Filling in the Sketch: Writing the Items	260
Using Language Effectively	260
The "Frame of Reference" Problem	265
Reason Analysis	267
Memory Problems	268
Response Bias Problems	271
Format Considerations	273
Mixed-Mode Instrument Designs	273
Evaluating and Pre-testing	274
Cognitive Laboratory Interviews	275
Field Pre-testing	276
Summary	279
Chapter 10 Field Research	282
General Features of Field Research	283
Rudimentary, Emergent Research Design	284
Direct Observation in Natural Settings	286
Unstructured and Semistructured Interviewing	292
Qualitative Data Analysis	294
Stages of Field Research	295
A Field Study of the Homeless	295
Selecting a Research Setting	297
Gaining Access	299
Presenting Oneself	301
Gathering Information	305
Analysing the Data	309
Strengths and Limitations of Field Research	313
Summary	316
Chapter 11 Research Using Available Data	319
Sources of Available Data	320
Public Documents and Official Records	320
Private Documents	323
Mass Media	324
Physical, Nonverbal Evidence	326
Social Science Data Archives	326
Big Data	327
General Methodological Issues in Available-Data Research	329
Searching for and Procuring Available Data	329
Measurement of Key Concepts	330

Data Evaluation and Adjustment	331
Assessment of Data Completeness	334
Historical Analysis	335
Descriptive and Analytical History	336
Handling Documentary Evidence	338
Historical Interpretation	341
Content Analysis	343
Select and Define Content Categories	344
Define the Unit of Analysis	344
Decide on a System of Enumeration	345
Carry Out the Analysis	347
Strengths and Limitations of Research Using Available Data	349
Summary	352
Chapter 12 Multiple Methods	354
Triangulation	354
Multiple Measures of Concepts within the Same Study	357
Composite Measures: Indexes and Scales	358
Structural Equation Modelling	364
Multiple Tests of Hypotheses across Different Studies	366
Replications Using the Same Research Strategy:	
Social Exclusion and Helping	366
Replications Using Different Research Strategies	368
A Comparison of the Four Basic Approaches to Social Research	372
Meta-analysis	375
Problem Formulation	376
Data Collection	377
Data Evaluation	378
Analysis and Interpretation	379
Public Presentation	380
Summary	380
Chapter 13 Evaluation Research	382
Framework and Sample Studies	383
Example 1: Aid to Released Prisoners	384
Example 2: Curbing Drink-driving	385
Example 3: Immunizing against Gang Membership	
and Delinquency	386
Types of Evaluation Research	388
Problem Identification: Conceptualization and Diagnosis	389
Policy Planning: Needs and Social Impact Assessments	391
Programme Development: Formative Evaluation	392
Programme Implementation: Process Evaluation	393
Programme Evaluation: Effect and Efficiency Assessment	394

	Methodological Issues in Evaluation Research	396
	Theory as a Guide to Research	397
	Research Design and Internal Validity	398
	Measurement Validity	406
	External Validity	407
	The Social and Political Context of Evaluation Research	409
	Summary	411
PART III	Data Processing, Analysis, and Interpretation	413
Chapter 14	Data Processing and Elementary Data Analysis	415
	Preview of Analysis Steps	416
	Data Processing	417
	Editing	417
	Coding	418
	Entering the Data	421
	Cleaning	421
	Data Matrices and Documentation	423
	The Functions of Statistics in Social Research	426
	Inspecting and Modifying the Data	427
	Nominal- and Ordinal-Scale Variables	428
	Interval- and Ratio-Scale Variables	431
	Preliminary Hypothesis Testing	435
	Nominal- and Ordinal-Scale Variables	435
	Interval- and Ratio-Scale Variables	442
	Summary	446
Chapter 15	5 Multivariate Analysis	449
	Modelling Relationships	450
	Arrow Diagrams	451
	Stochastic and Systematic Components	453
	The Process of Modelling	454
	Elaboration: Tables and Beyond	455
	Multiple-Regression Analysis	462
	Example 1: The Moral Integration of American Cities	462
	Example 2: Interscholastic Sport and Academic Achievement	465
	Example 3: Alcohol Consumption, Sleep, and Academic Performance	471
	Other Modelling Techniques	476
	Summary	476
Chapter 16	5 Research Ethics	479
	Data Collection and Analysis	481
	Treatment of Human Subjects	483
	Harm	484
	Informed Consent	486

Deception	490
Privacy	493
Making Ethical Decisions	496
Values in Social Research: Science and Society	500
The Issue of Value Neutrality	500
Managing Personal Values	501
The Application of Research Findings	503
Summary	506
Chapter 17 Writing Research Reports	507
Searching the Literature	508
Using the Internet	508
Using the Library	509
Outlining and Preparing to Write	514
Major Headings	516
The Abstract	516
Introduction	517
Literature Review	517
Methods	518
Findings	519
Discussion	520
References	520
Revision and Other Considerations	520
Length	521
Avoiding Plagiarism	521
Publishing a Research Paper	521
Summary	524
Glossary	525
References	542
Name Index	573
Subject Index	583