



# CONTENTS

## **PREFACE**

xi

## **PART 1: FOUNDATIONS**

### **CHAPTER 1 FOUNDATIONS**

3

#### **1-1 THE LANGUAGE OF RESEARCH**

5

1-1a Types of Studies

5

1-1b Time in Research

6

1-1c Types of Relationships

6

1-1d Variables

8

1-1e Hypotheses

9

1-1f Types of Data

11

1-1g The Unit of Analysis

12

1-1h Research Fallacies

13

#### **1-2 PHILOSOPHY OF RESEARCH**

13

1-2a Structure of Research

14

1-2b Deduction and Induction

16

1-2c Positivism and Post-Positivism

18

1-2d Introduction to Validity

20

#### **1-3 ETHICS IN RESEARCH**

23

1-3a The Language of Ethics

24

#### **1-4 CONCEPTUALIZING**

24

1-4a Problem Formulation

25

1-4b Concept Mapping

27

1-4c Logic Models

29

## **PART 2: SAMPLING**

### **CHAPTER 2 SAMPLING**

33

#### **2-1 EXTERNAL VALIDITY**

34

2-1a Threats to External Validity

36

2-1b Improving External Validity

36

#### **2-2 SAMPLING TERMINOLOGY**

36

#### **2-3 STATISTICAL TERMS IN SAMPLING**

38

2-3a The Sampling Distribution

38

2-3b Sampling Error

40

2-3c The 65, 95, 99 Percent Rule

40

#### **2-4 PROBABILITY SAMPLING**

42

2-4a Some Definitions

43

2-4b Simple Random Sampling

43

2-4c Stratified Random Sampling

44

2-4d Systematic Random Sampling

45

2-4e Cluster (Area) Random Sampling

47

2-4f Multi-Stage Sampling

47

#### **2-5 NONPROBABILITY SAMPLING**

48

2-5a Accidental, Haphazard, or Convenience Sampling

49

2-5b Purposive Sampling

49

#### **SUMMARY**

51



## PART 3: OBSERVATION AND MEASUREMENT

### CHAPTER 3 THE THEORY OF MEASUREMENT

<b>3-1 CONSTRUCT VALIDITY</b>	56
3-1a Measurement Validity Types	58
3-1b Idea of Construct Validity	61
3-1c Convergent and Discriminant Validity	63
3-1d The Nomological Network	67
3-1e The Multitrait-Multimethod Matrix	68
3-1f Pattern Matching for Construct Validity	73
3-1g Structural Equation Modeling	76
3-1h Threats to Construct Validity	78
<b>3-2 RELIABILITY</b>	80
3-2a True Score Theory	80
3-2b Measurement Error	81
3-2c Theory of Reliability	83
3-2d Types of Reliability	87
3-2e Reliability and Validity	93
<b>3-3 LEVELS OF MEASUREMENT</b>	95
3-3a Why Is Level of Measurement Important?	95
<b>SUMMARY</b>	97

### CHAPTER 4 SURVEY RESEARCH

<b>4-1 CONSTRUCTING THE SURVEY</b>	100
4-1a Types of Questions	100
4-1b Question Content	104
4-1c Response Format	106
4-1d Question Wording	109
4-1e Question Placement	111
4-1f The Golden Rule	112
<b>4-2 INTERVIEWS</b>	112
4-2a The Role of the Interviewer	112
4-2b Training the Interviewers	113
4-2c The Interviewee's Kit	114
4-2d Conducting the Interview	114

<b>4-3 SURVEYS</b>	118
4-3a Types of Surveys	118
4-3b Selecting the Survey Method	120
4-3c Advantages and Disadvantages of Survey Methods	124
<b>SUMMARY</b>	124

### CHAPTER 5 SCALES AND INDEXES

<b>5-1 INDEXES</b>	126
5-1a Some Common Indexes	126
5-1b Constructing an Index	127
<b>5-2 SCALING</b>	129
5-2a General Issues in Scaling	130
5-2b Thurstone Scaling	133
5-2c Likert Scaling	136
5-2d Guttman Scaling	138
<b>5-3 INDEXES AND SCALES</b>	140
<b>SUMMARY</b>	140

### CHAPTER 6 QUALITATIVE AND UNOBTUSIVE MEASURES

<b>6-1 QUALITATIVE MEASURES</b>	142
6-1a When to Use Qualitative Research	142
6-1b Qualitative and Quantitative Data	144
6-1c Qualitative Data	146
6-1d Qualitative Measures and Observations	147
6-1e The Quality of Qualitative Research	148
<b>6-2 UNOBTUSIVE MEASURES</b>	150
6-2a Indirect Measures	150
6-2b Content Analysis	151
6-2c Secondary Analysis of Data	152
<b>SUMMARY</b>	152

## PART 4: DESIGN AND STRUCTURE

### CHAPTER 7 DESIGN

<b>7-1 INTERNAL VALIDITY</b>	158
7-1a Establishing Cause and Effect	159
7-1b Single-Group Threats	161

7-1c Multiple-Group Threats	168
7-1d Social Interaction Threats	170
<b>7-2 INTRODUCTION TO DESIGN</b>	172
<b>7-3 TYPES OF DESIGNS</b>	173
<b>SUMMARY</b>	175



<b>CHAPTER 8</b>			
<b>QUALITATIVE AND MIXED METHODS DESIGNS</b>	<b>177</b>		
8-1 ETHNOGRAPHY	180		
8-2 PHENOMENOLOGY	180		
8-3 FIELD RESEARCH	181		
8-4 GROUNDED THEORY	181		
8-5 CONTENT ANALYSIS	182		
8-6 MIXED METHODS	182		
<b>CHAPTER 9</b>			
<b>EXPERIMENTAL DESIGN</b>	<b>185</b>		
9-1 INTRODUCTION TO EXPERIMENTAL DESIGN	186		
9-1a Experimental Designs and Internal Validity	186		
9-1b Two-Group Experimental Designs	188		
9-1c Probabilistic Equivalence	189		
9-1d Random Selection and Assignment	190		
9-2 CLASSIFYING EXPERIMENTAL DESIGNS	191		
9-3 FACTORIAL DESIGNS	192		
9-3a The Basic $2 \times 2$ Factorial Design	192		
9-3b Factorial Design Variations	195		
9-4 RANDOMIZED BLOCK DESIGNS	198		
9-4a How Blocking Reduces Noise	199		
9-5 COVARIANCE DESIGNS	200		
9-5a How Does a Covariate Reduce Noise?	200		
9-5b Summary	203		
9-6 HYBRID EXPERIMENTAL DESIGNS	203		
9-6a The Solomon Four-Group Design	203		
9-6b Switching-Replications Design	204		
<b>SUMMARY</b>	<b>206</b>		
<b>CHAPTER 10</b>			
<b>QUASI-EXPERIMENTAL DESIGN</b>	<b>209</b>		
10-1 THE NONEQUIVALENT-GROUPS DESIGN	210		
10-1a The Basic Design	211		
10-1b The Bivariate Distribution	211		
<b>10-2 THE REGRESSION-DISCONTINUITY DESIGN</b>	<b>215</b>		
10-2a The Basic RD Design	216		
10-2b The RD Design and Accountability	222		
10-2c Statistical Power and the RD Design	222		
10-2d Ethics and the RD Design	222		
<b>10-3 OTHER QUASI-EXPERIMENTAL DESIGNS</b>	<b>222</b>		
10-3a The Proxy Pretest Design	222		
10-3b The Separate Pre-Post Samples Design	223		
10-3c The Double-Pretest Design	224		
10-3d The Switching-Replications Design	225		
10-3e The Nonequivalent Dependent Variables (NEDV) Design	225		
10-3f The Regression Point Displacement (RPD) Design	228		
<b>SUMMARY</b>	<b>229</b>		
<b>CHAPTER 11</b>			
<b>ADVANCED DESIGN TOPICS</b>	<b>231</b>		
<b>11-1 DESIGNING DESIGNS FOR RESEARCH</b>	<b>232</b>		
11-1a Minimizing Threats to Validity	233		
11-1b Building a Design	234		
11-1c A Simple Strategy for Design Construction	239		
11-1d An Example of a Hybrid Design	239		
11-1e The Nature of Good Design	241		
<b>11-2 RELATIONSHIPS AMONG PRE-POST DESIGNS</b>	<b>242</b>		
<b>11-3 CONTEMPORARY ISSUES IN RESEARCH DESIGN</b>	<b>244</b>		
11-3a The Role of Judgment	244		
11-3b The Case for Tailored Designs	245		
11-3c The Crucial Role of Theory	245		
11-3d Attention to Program Implementation	246		
11-3e The Importance of Quality Control	246		
11-3f The Advantages of Multiple Perspectives	246		
11-3g Evolution of the Concept of Validity	246		
11-3h Development of Increasingly Complex Realistic Analytic Models	247		
<b>SUMMARY</b>	<b>247</b>		

## PART 5: ANALYSIS

<b>CHAPTER 12</b>			
<b>ANALYSIS</b>	<b>251</b>		
12-1 CONCLUSION VALIDITY	253		
12-1a Threats to Conclusion Validity	254		
12-1b Statistical Power	256		
12-1c Improving Conclusion Validity	260		
<b>12-2 DATA PREPARATION</b>	<b>260</b>		
12-2a Logging the Data	261		
12-2b Checking the Data for Accuracy	261		



12-2c Developing a Database Structure	261
12-2d Entering the Data into the Computer	262
12-2e Data Transformations	262
12-2f Dealing with Missing Data	263
<b>12-3 DESCRIPTIVE STATISTICS</b>	<b>264</b>
12-3a The Distribution	265
12-3b Central Tendency	266
12-3c Dispersion or Variability	266
12-3d Correlation	268
12-3e Cross-Tabulations	274
<b>12-4 EXPLORATORY DATA ANALYSIS AND GRAPHICS</b>	<b>277</b>
12-4a The Stem and Leaf Plot	279
12-4b The Boxplot (or Box and Whisker Plot)	279
12-4c Anscombe's Quartet	280
<b>SUMMARY</b>	<b>281</b>
 <b>CHAPTER 13</b>	
<b>QUALITATIVE AND MIXED METHODS ANALYSIS</b>	<b>283</b>
<b>13-1 GROUNDED THEORY</b>	<b>284</b>
<b>13-2 CONTENT ANALYSIS</b>	<b>288</b>
<b>13-3 COMPUTERIZED QUALITATIVE DATA ANALYSIS</b>	<b>289</b>
<b>13-4 MIXED METHODS ANALYSIS</b>	<b>290</b>
<b>SUMMARY</b>	<b>291</b>
 <b>CHAPTER 14</b>	
<b>ANALYSIS FOR RESEARCH DESIGN</b>	<b>293</b>
<b>14-1 INFERENCE STATISTICS</b>	<b>294</b>
14-1a Significance Testing	295
14-1b Confidence Intervals and the Effect Size	296
<b>14-2 GENERAL LINEAR MODEL</b>	<b>297</b>
14-2a The Two-Variable Linear Model	297
14-2b Extending the General Linear Model to the General Case	299
14-2c Dummy Variables	300
<b>14-3 EXPERIMENTAL ANALYSIS</b>	<b>301</b>
14-3a The t-Test	302
14-3b Factorial Design Analysis	306
14-3c Randomized Block Analysis	307
14-3d Analysis of Covariance	307
<b>14-4 QUASI-EXPERIMENTAL ANALYSIS</b>	<b>308</b>
14-4a Nonequivalent-Groups Analysis	309
14-4b Regression-Discontinuity Analysis	319
14-4c Regression Point Displacement Analysis	327
14-4d Propensity Score Analysis	328
<b>SUMMARY</b>	<b>330</b>

<b>CHAPTER 15</b>	<b>331</b>
<b>WRITE-UP</b>	
<b>15-1 ENVISIONING THE WRITE-UP</b>	<b>332</b>
15-1a The Type of Report	332
15-1b The Audience	333
15-1c The Story Line	333
15-1d The Writing Style	333
15-1e Quantitative, Qualitative and Mixed Methods Write-ups	333
15-1f The Study Schema	334
15-1g Distribution Media	334
<b>15-2 KEY ELEMENTS OF THE RESEARCH REPORT</b>	<b>334</b>
<b>15-3 FORMATTING</b>	<b>337</b>
15-3a Title Page	338
15-3b Abstract	338
15-3c Body	338
15-3d Introduction	338
15-3e Methods	339
15-3f Sample	339
15-3g Measures	339
15-3h Design	339
15-3i Procedures	339
15-3j Results	339
15-3k Conclusions	340
15-3l References	340
15-3m Tables	342
15-3n Figures	342
15-3o Appendices	342
<b>SUMMARY</b>	<b>344</b>
 <b>CHAPTER 16</b>	
<b>EVALUATION, RESEARCH SYNTHESIS, META-ANALYSIS, AND EVIDENCE-BASED PRACTICE</b>	<b>347</b>
<b>16-1 BACKGROUND AND CONTEXT</b>	<b>348</b>
<b>16-2 AN EVOLUTIONARY, ECOLOGICAL, SYSTEMS VIEW OF RESEARCH</b>	<b>348</b>
<b>16-3 A SYSTEMS PERSPECTIVE ON RESEARCH</b>	<b>350</b>
<b>16-4 THE LINK BETWEEN RESEARCH AND PRACTICE</b>	<b>350</b>
<b>16-5 HISTORY</b>	<b>351</b>
<b>16-6 AGRICULTURE AND EXTENSION</b>	<b>351</b>
<b>16-7 EVALUATION RESEARCH</b>	<b>351</b>
16-7a Definitions of Evaluation	352
16-7b The Goals of Evaluation	352
16-7c Types of Evaluation	352
16-7d Evaluation Questions and Methods	353



