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PART I: FOUNDATIONS

Chapter 1. Research in the Real World

Learning Objectives

Do Methods Matter?

- Good Evidence Comes From Well-Made Research
- May the Best Methods Win
- Research-Savvy People Rule

Research, Policy, and Practice

- Analytics
- Performance Measurement
- Evaluation Research
- Evidence-Based Policy and Programs

Evidence Can Mislead

- Misleading Measurements
- Misleading Samples
- Misleading Correlations

What Is Research?

- Secondary and Primary Research
- It Comes in Various Shapes and Sizes
- It's Never Perfect
- It's Uncertain and Contingent
- It Aims to Generalize
- Bits and Pieces of a Puzzle
- It Involves Competition and Criticism
- It Can Be Quantitative, Qualitative, or a Mix of Both
- It Can Be Applied or Basic

Descriptive and Causal Research

- Description: What Is the World Like?

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