Contents

reface xvi	Englisher Content of Section (Living Section (Living Section Content of Section Content of Section Content of
CHAPTER 1	Introduction: Why Care About Research Methods? 1
	The Process of Social Research 6
	Four Social Media Studies 8
	An Experiment 8
	A Survey 10
	A Field Research Study 12
	An Analysis of Existing Data 13
	BOX
	READING SOCIAL RESEARCH 1.1: Critical Evaluation of Research on Facebook and Grades 4
CHAPTER 2	Science and Social Research: From Theory to Data and Back 17
	The Characteristics and Process of Science 19
	Theory 19
	Verifiable Data 20
	Systematic Observation and Analysis 21
	Logical Reasoning 22
	Logics of Inquiry 27
	Does Contact Change Stereotypes? An Answer From Deductive Inquiry 28
	How Does Class Matter? An Answer From Inductive Inquiry 30
	Combining the Logics of Inquiry 32
	From a Psychological Theory of Suicide to a Sociological One 33
	Evaluating Science: Possibilities, Cautions, and Limits 35
	Tentative Knowledge 35
	The Ideal and Reality of the Scientific Process 36
	The Sociohistorical Aspect of Science 37
	The Human Element of Science 38
	BOXES
	READING SOCIAL RESEARCH 2.1: Verify This! 21
	CHECKING YOUR UNDERSTANDING 2.2: Identifying and Analyzing Deductive and
	Inductive Reasoning 24

DOING SOCIAL RESEARCH 2.3: A Replication or Reproducibility Crisis in Social

Science? 39

CHAPTER 3	The	Ethics and	Politics	of	Research:	Doing	What's	"Right"	43
-----------	-----	-------------------	----------	----	-----------	-------	--------	---------	----

Overview: Ethics 45

Ethical Issues in the Treatment of Research Participants 46

siell entre sylan A bits staG tentes.

Potential Harm 46

Informed Consent 47

Deception 48

Invasion of Privacy 50

Federal and Professional Ethical Guidelines 52

Evaluating Potential Harm 53

Informed Consent Procedures 54

Deception Ground Rules 55

Privacy Protection: Anonymity and Confidentiality 57

The Process of Ethical Decision-Making 60

Review Federal Regulations and Professional Ethics Codes 60

Assess Costs and Benefits of Proposed Research 60

Identify and Address Areas of Ethical Concern 61

Prepare and Submit Application for IRB Approval 61

Collect Data and Secure Participants' Rights 62

Politics and Social Research 66

Topic Selection, Political Ideology, and Research Funding 66

Data Analysis and Interpretation and Political Ideology 69

Dissemination of Research Findings: Science, Politics, and Public Policy 71

The Intersection of Ethics and Politics in Social Research 72

A Case Study: Research on Same-Sex Parenting 73

Conflict of Interest 74

Social Responsibility 75

BOXES

READING SOCIAL RESEARCH 3.1: Privacy Invasion in the Public Identification of

Participants 51

CHECKING YOUR UNDERSTANDING 3.2: Ethics Practice Questions 58

DOING SOCIAL RESEARCH 3.3: Principles and Recommendations for

Ethical Data Collection and Analysis 64

CHAPTER 4 Research Designs: It Depends on the Question 80

Initial Steps in the Research Process 82

Select Research Topic 82

Review the Literature/Consider Theory 84

Formulate Research Question 87

Prepare Research Design 88

- EA 1	Designing Research to Answer Quantitative Questions 90
	Select a Research Strategy 90
	Identify and Select Units of Analysis 90
	Measure Variables 91
	Gather Data and Analyze the Relationships Among Variables 96
	Designing Research to Answer Qualitative Questions 102
	Select Research Strategy 103
	Select Field Setting, Social Group, and/or Archival Records 104
	Gain Access and Establish Relationships 104
	Decide Whom to Observe or Interview or What to Read 105
	Gather and Analyze Data 106
	BOXES
	DOING SOCIAL RESEARCH 4.1: How to Search the Literature 85
	READING SOCIAL RESEARCH 4.2: The Ecological Fallacy 92
	CHECKING YOUR UNDERSTANDING 4.3: Quantitative Research Questions,
	Units of Analysis, and Variables 95
	READING SOCIAL RESEARCH 4.4: How to Interpret Correlations and Tests of
	Statistical Significance 99
CHAPTER 5	Measurement: Linking Theory to Research 111
	Overview: The Measurement Process 112
	Conceptualization and Operationalization 113
	Conceptualization 113
	Operationalization 115
	Variations in Operational Definitions: Data Sources 120
	Manipulated Versus Measured Operations 120
	Sources of Measured Operational Definitions 121
	Variations in Operational Definitions: Levels of Measurement 124
	Nominal Measurement 125
	Ordinal Measurement 126
	Interval Measurement 127
	Ratio Measurement 128
	Select and Apply Operational Definitions to Produce Data 130
	Assess the Quality of Operational Definitions 132
	Forms of Reliability Assessment 136
	Forms of Validity Assessment 139
	The Feedback Loop: From Data Back to Concepts and Measurement 143
	BOXES
	DOING SOCIAL RESEARCH 5.1: Improving Measurement With Composite

Measures 117

CHECKING YOUR UNDERSTANDING 5.2: Inferring Level of Measurement From
Operational Definitions 128
READING SOCIAL RESEARCH 5.3: Indexes, Scales, and Scaling Techniques 135
READING SOCIAL RESEARCH 5.4: Measurement Error and the Social
Desirability Effect 141

CHAPTER 6 Sampling: Case Selection as a Basis for Inference 149

Overview: The Sampling Process 150
Principles of Probability Sampling 152

Probability and Random Selection 152
Probability Distribution and Sampling Error 155
Sampling Distributions 156
Statistical Inference 159

Steps in Probability Sampling 163

Define Target Population 163
Construct Sampling Frame 164
Devise Sampling Design 165
Determine Sample Size 171
Draw Sample 174

Nonprobability Sampling 176

Overview of Nonprobability Sampling 176
Steps in Nonprobability Sampling 177
Making Inferences From Nonprobability Samples 184

BOXES

DOING SOCIAL RESEARCH 6.1: How to Select Things Randomly 153
CHECKING YOUR UNDERSTANDING 6.2: The Principles of Probability
Sampling as Applied to the 2020 Pre-Election Polls 161
READING SOCIAL RESEARCH 6.3: Assessing Nonresponse Bias and Overall Sample
Quality 175
READING SOCIAL RESEARCH 6.4: Sampling via Crowdsourcing and Online
Panels 180

Hardala mount for etroudil

bos principally layeving saithant.

CHAPTER 7 Experiments: What Causes What? 189

Introductory Example: Misconduct in Criminal Prosecution 190
The Logic of Experimentation 192
Variations on the Experimental Method 196
Variations in Experimental Design 196
Variations in Experimental Context 198

The Process of Conducting Experiments 201

Pretesting 202

Participant Recruitment and Informed Consent 203

Introduction to the Experiment 203
Experimental Manipulation and Random Assignment 204
Manipulation Checks 206
Measurement of the Dependent Variable 207
Debriefing 208

Strengths and Weaknesses of Experiments 209

Internal Validity 209 External Validity 212

Reactive Measurement Effects 215

Content Restrictions 216

BOXES

CHECKING YOUR UNDERSTANDING 7.1: The Difference Between Random
Sampling and Random Assignment 194

DOING SOCIAL RESEARCH 7.2: Informed Consent Form for an Experiment 204

READING SOCIAL RESEARCH 7.3: Thinking Critically About Research Designs and
Threats to Internal Validity 210

CHAPTER 8 Surveys: Questioning and Sampling 220

Introductory Example: The Constructing the Family Survey 221

General Features of Survey Research 223

Large-Scale Probability Sampling 224

Structured Interviews or Questionnaires 224

Quantitative Data Analysis 225

Variations in Survey Designs and Modes 227

Survey Research Designs 228

Data-Collection Modes 230

The Process of Planning and Conducting a Survey 239

Choose Mode of Data Collection 239

Construct and Pretest Questionnaire 240

Choose Sampling Frame/Design and Select Sample 247

PRODUCE TO SERVICE AND SERVICE AND SERVICE TO SERVICE AND SERVICE

Recruit Sample and Collect Data 248

Code and Edit Data 250

Strengths and Weaknesses of Surveys 251

Generalization to Populations 251

Versatility 252

Efficiency 252

Establishing Causal Relationships 253

Measurement Issues 253

BOXES

READING SOCIAL RESEARCH 8.1: Open-Ended Versus Closed-Ended Questions in Survey Research 226

DOING SOCIAL RESEARCH 8.2: Writing Survey Questions 241

DOING SOCIAL RESEARCH 8.3: Informed Consent Statement in the Constructing the Family Survey 249

CHAPTER 9 Field Research and In-Depth Interviews: Systematic People-Watching and Listening 258

Introductory Field Research Example: Mexican New York 260
Introductory In-Depth Interview Example: Mexican Americans Across
Generations 263

General Features of Qualitative Research 265

Observation 265

Interviews 266

Supplementary Archival and Other Data 268

Nonprobability Sampling 269

Qualitative Data Analysis 269

Reflexivity 271

Variations in Qualitative Research Methods 273

Degrees of Participation and Observation 273

Overt Versus Covert Observation 275

Interview Structure 279

Individual Versus Group Interviews 279

Technological Developments Crosscutting Observation and Interviews 281

ALE BIRVISHA RESPICIALLY SVIJE ROTTOD

The Process of Conducting Field Research 283

Select Setting/Group 284

Gain Access 285

Establish Roles and Relationships 288

Decide What to Observe/Whom to Interview 289

Gather and Analyze Data 289

Leave the Field 291

Write the Report 292

The Process of Conducting In-Depth Interviews 293

Select and Recruit Interviewees 293

Develop Interview Guide 295

Gather Data 298

Analyze Data 299

Strengths and Limitations of Qualitative Research 300

Naturalistic Approach 300

Subjective and Contextual Understanding 301

Flexible Research Design 301

Generalizability 302

Reliability and Validity 302

Efficiency 303

BOXES

CHECKING YOUR UNDERSTANDING 9.1: The "Nacirema" and Reflexivity 272

READING SOCIAL RESEARCH 9.2: Getting an Insider's View of Students by Passing as One 277

DOING SOCIAL RESEARCH 9.3: Preparing for an In-Depth Interview 297

CHAPTER 10 Existing Data Analysis: Using Data From Secondhand Sources 307

Sources and Examples of Existing Data 308

Public Documents and Official Records 308

Private Documents 310

Mass Media 311

Physical, Nonverbal Evidence 311

Social Science Data Archives 312

Analysis of Existing Statistical Data 313

Existing Statistics Example: The Impact of MTV's 16 and Pregnant on Teen

Childbearing 314

The Process of Analyzing Existing Statistics 318

Content Analysis 322

Content Analysis Example: Journalistic Accounts of the Iraq War 323
The Process of Content Analysis 326

Comparative Historical Analysis 334

An Example of Comparative Historical Analysis: The Emergence of Mass Imprisonment 335

The Process of Comparative Historical Analysis 337

Strengths and Limitations of Existing Data Analysis 343

Studying Social Structure, History, and Social Change 343

Nonreactive Measurement 344

Cost-Efficiency 344

Data Limitations 345

BOXES

READING SOCIAL RESEARCH 10.1: The Big Data Revolution 315

CHECKING YOUR UNDERSTANDING 10.2: Identifying Units of Analysis 327

DOING SOCIAL RESEARCH 10.3: Analyzing the Content of Cell Phone Use 333

CHAPTER 11 Multiple Methods: Two or More Approaches Are Better Than One 349

A Comparison of Four Basic Approaches to Social Research 351

Examples of Mixed Methods Research 354

Effect of Abuse on Marriage and Cohabitation 354

What Employers Say Versus What They Do 356

Explaining Discrimination in a Low-Wage Labor Market 358

Unpredictability and Unequal Control of Work Schedules and Time 360

Purposes of Mixed Methods Research 363

Triangulation 363

Complementarity 364

Development 365

Expansion 366

Mixed Methods Research Designs 367

Sequential Designs 368

Concurrent Designs 368

Component Designs 369

Integrated Designs 369

BOX

DOING SOCIAL RESEARCH 11.1: Limitations and Guidelines for Doing Mixed Methods Research 371

CHAPTER 12 Quantitative Data Analysis: Using Statistics for Description and Inference 376

Introductory Example of Survey Data Analysis: Drinking and Grades 378

Write First Draft

Introductory Overview: The Process of Quantitative Analysis 379

Prepare Data for Computerized Analysis: Data Processing 380

Coding 381

Editing 381

Entering the Data 381

Cleaning 385

Inspect and Modify Data 386

Nominal- and Ordinal-Scale Variables 386

Interval- and Ratio-Scale Variables 389

Carry Out Preliminary Hypothesis Testing 393

Nominal- and Ordinal-Scale Variables 394

Interval- and Ratio-Scale Variables 400

Conduct Multivariate Testing 405

Elaboration of Contingency Tables 407

Multiple Regression 410

CHAPTER 11 Multiple Methods: Two or More Approaches Are Better Than One 349

A Comparison of Four Basic Approaches to Social Research 351

Examples of Mixed Methods Research 354

Effect of Abuse on Marriage and Cohabitation 354

What Employers Say Versus What They Do 356

Explaining Discrimination in a Low-Wage Labor Market 358

Unpredictability and Unequal Control of Work Schedules and Time 360

Purposes of Mixed Methods Research 363

Triangulation 363

Complementarity 364

Development 365

Expansion 366

Mixed Methods Research Designs 367

Sequential Designs 368

Concurrent Designs 368

Component Designs 369

Integrated Designs 369

BOX

DOING SOCIAL RESEARCH 11.1: Limitations and Guidelines for Doing Mixed Methods Research 371

CHAPTER 12 Quantitative Data Analysis: Using Statistics for Description and Inference 376

Introductory Example of Survey Data Analysis: Drinking and Grades 378

NOTESEN ISLANCE OF PRIMITING DISS BUILDING AND SETTION

Introductory Overview: The Process of Quantitative Analysis 379

Prepare Data for Computerized Analysis: Data Processing 380

Coding 381

Editing 381

Entering the Data 381

Cleaning 385

Inspect and Modify Data 386

Nominal- and Ordinal-Scale Variables 386

Interval- and Ratio-Scale Variables 389

Carry Out Preliminary Hypothesis Testing 393

Nominal- and Ordinal-Scale Variables 394

Interval- and Ratio-Scale Variables 400

Conduct Multivariate Testing 405

Elaboration of Contingency Tables 407

Multiple Regression 410

D	0	X	T	C
D	V	1	L	O

DOING SOCIAL RESEARCH 12.1: Codebook Documentation 383

CHECKING YOUR UNDERSTANDING 12.2: The Meaning of Statistical Significance and Strength of Association 403

READING SOCIAL RESEARCH 12.3: The Impact of Statistical Assumptions in Quantitative Data Analysis 414

CHAPTER 13 Qualitative Data Analysis: Searching for Meaning 420

Introductory Example: Homelessness in Austin, Texas 422 Overview: A Process of Analyzing Qualitative Data 424

Prepare Data 424

Transform the Data to Readable Text 425 Check for and Resolve Errors 425 Manage the Data 427

Identify Concepts, Patterns, and Relationships 429

Coding 429
Memo-Writing 431
Data Displays 433

Draw and Evaluate Conclusions 439

Variations in Qualitative Data Analysis 441

Grounded Theory Methods 441
Narrative Analysis 444
Conversation Analysis 446

BOXES

DOING SOCIAL RESEARCH 13.1: Coding Textual Data 432
READING SOCIAL RESEARCH 13.2: From Displays Back to Data 437

CHAPTER 14 Reading and Writing in Social Research: It's All About

Communication 451

Read, Take Notes, and Write Research Proposal 452

Locate Relevant Research Literature 453
Read and Evaluate Prior Research 454
Formulate Research Question 455
Design Research and Prepare Proposal 457

Write Research Report 458

Outline and Prepare to Write 458
Write First Draft 459
Revision and Other Writing Considerations 464
Length 467
Avoiding Plagiarism 467

BOXES

READING SOCIAL RESEARCH 14.1: Questions to Ask in Evaluating a Research
Report 456

Indeed: and the grater in the company of the continues of the

- rod denkin all especie i rapid i rifesbashi diluto-domoni di tebesa sul, ylandinali - religiori

rientelesia del centra il set alcasar il la reconstrucción de la la configuración de la la compania de la lacas

arms stated oscilutt, alemano, mentarpuntalente etablika kaleman etablika atamia atamia basa kaleman kanten e

atmoured to the valeravirul and he vacinions to monature to each out of the little of the little

torique-on e el ell, ogentifica lo viretevini dent mont della act bavignet imadia ellettico.

bas not south brook a sa transminate. Each to (new Hales will) bas nedebut fun Tristwij

of more board formers and the second to the second to the second and the second direct the second to the second to

research methodogy, his research acest include social demography, cigarette smok-

ing and cossistion, the social sureligibate of research settings, and the influence of ner-

ai hersengs and dorester all torraded ban nobeling allubration to altrevien lanes

bus motivabled to reclaim Social of Social and Particular Continuous Social of the Internet maximum and

Securi Networks, among otige journals, in teaching research methods and social status.

nics, he has emphasized hands in talgetience in research design, data interpretation,

te de la company de la comp

DOING SOCIAL RESEARCH 14.2: American Sociological Association Guidelines for In-Text Citations and References 465

Glossary 470

References 478

Credits 499

Index 501

Single Pondenia