

# BRIEF CONTENTS

About the Authors	xv
Preface	xvii
Acknowledgments	xxi
1. Science, Society, and Social Research	1
2. The Process and Problems of Social Research	21
3. Conceptualization and Measurement	49
4. Sampling	81
5. Causation and Experimental Design	102
6. Survey Research	133
7. Qualitative Methods: Observing, Participating, Listening	161
8. Evaluation Research	192
9. Elementary Data Analysis	220
10. Reviewing, Proposing, and Reporting Research	246
Appendix A: Finding Information	267
Appendix B: HyperRESEARCH™: A Software Tool for Qualitative Data Analysis	278
Appendix C: Secondary Data Sources	299
Appendix D: How to Use a Statistical Package	302
References	317
Glossary/Index	329

# DETAILED CONTENTS

About the Authors	xv
Preface	xvii
Acknowledgments	xxi
<b>1. Science, Society, and Social Research</b>	<b>1</b>
<b>What Is the Problem?</b>	<b>2</b>
<i>Overgeneralization</i>	5
<i>Selective or Inaccurate Observation</i>	5
<i>Illogical Reasoning</i>	6
<i>Resistance to Change</i>	7
<b>Can Social Scientists See the Social World More Clearly?</b>	<b>7</b>
<i>Social Research in Practice</i>	8
Description: How Often Do Americans “Neighbor?”	8
Exploration: How Do Athletic Teams Build Player Loyalty?	9
Explanation: Does Social Context Influence Adolescent Outcomes?	10
Evaluation: Does Universal Internet Access Change Community Life?	11
<b>How Well Have We Done Our Research?</b>	
<b>Are Our Answers Correct?</b>	<b>11</b>
<i>Measurement Validity</i>	12
<i>Generalizability</i>	13
<i>Causal Validity</i>	14
<b>Conclusion</b>	<b>16</b>
KEY TERMS	18
HIGHLIGHTS	18
EXERCISES	18
<i>Discussing Research</i>	18
<i>Finding Research</i>	19

<i>Critiquing Research</i>	19
<i>Doing Research</i>	20
<b>2. The Process and Problems of Social Research</b>	<b>21</b>
<b>What Is the Question?</b>	22
<b>What Is the Theory?</b>	23
<b>What Is the Strategy?</b>	25
<i>Deductive Research</i>	26
Domestic Violence and the Research Circle	28
<i>Inductive Research</i>	28
An Inductive Study of Response to a Disaster	30
<i>Descriptive Research: A Necessary Step</i>	30
<b>What Is the Design?</b>	31
<i>Cross-Sectional Designs</i>	31
<i>Longitudinal Designs</i>	32
Panel Designs	34
Repeated Cross-Sectional Designs	35
Cohort Designs	35
<i>Units of Analysis</i>	37
<b>But Is It Ethical?</b>	39
<i>Honesty and Openness</i>	39
<i>The Uses of Science</i>	40
<i>Research on People</i>	40
<b>Conclusion</b>	44
KEY TERMS	44
HIGHLIGHTS	45
EXERCISES	45
<i>Discussing Research</i>	45
<i>Finding Research</i>	46
<i>Critiquing Research</i>	47
<i>Doing Research</i>	47
<b>3. Conceptualization and Measurement</b>	<b>49</b>
<b>What Do We Have in Mind?</b>	50
<i>Variables and Constants</i>	51
<b>How Will We Know When We've Found It?</b>	52
<i>Using Available Data</i>	54
<i>Constructing Questions</i>	56
Single Questions	56
Indexes and Scales	58
<i>Making Observations</i>	59
<i>Content Analysis</i>	60
<i>Collecting Unobtrusive Measures</i>	61

<i>Combining Measurement Operations</i>	62
<b>How Much Information Do We Really Have?</b>	63
<i>Nominal Level of Measurement</i>	64
<i>Ordinal Level of Measurement</i>	65
<i>Interval Level of Measurement</i>	65
<i>Ratio Level of Measurement</i>	67
<i>Comparison of Levels of Measurement</i>	67
<b>Did We Measure What We Wanted To Measure?</b>	68
<i>Measurement Validity</i>	68
Face Validity	68
Content Validity	69
Criterion Validity	69
Construct Validity	70
<i>Reliability</i>	71
Test-Retest Reliability	72
Interitem Reliability (Internal Consistency)	72
Alternate-Forms Reliability	72
Interobserver Reliability	73
<i>Can We Achieve Both Reliability and Validity?</i>	73
<b>Conclusion</b>	76
KEY TERMS	76
HIGHLIGHTS	76
EXERCISES	77
<i>Discussing Research</i>	77
<i>Finding Research</i>	78
<i>Critiquing Research</i>	78
<i>Doing Research</i>	80
<b>4. Sampling</b>	<b>81</b>
<b>How Do We Prepare to Sample?</b>	82
<i>Define Sample Components and the Population</i>	82
<i>Evaluate Generalizability</i>	84
<i>Assess the Diversity of the Population</i>	85
<i>Consider a Census</i>	85
<b>What Sampling Methods Should We Use?</b>	86
<i>Probability Sampling Methods</i>	88
Simple Random Sampling	90
Systematic Random Sampling	90
Cluster Sampling	92
Stratified Random Sampling	93
<i>Nonprobability Sampling Methods</i>	95
Availability Sampling	95
Quota Sampling	95

Purposive Sampling	97
Snowball Sampling	97
<b>Conclusion</b>	98
KEY TERMS	98
HIGHLIGHTS	99
EXERCISES	100
<i>Discussing Research</i>	100
<i>Finding Research</i>	100
<i>Critiquing Research</i>	100
<i>Doing Research</i>	101
<b>5. Causation and Experimental Design</b>	<b>102</b>
<b>Causal Explanation</b>	103
<b>What Causes What?</b>	104
<i>Association</i>	104
<i>Time Order</i>	104
<i>Nonspuriousness</i>	105
<i>Mechanism</i>	105
<i>Context</i>	106
<b>Why Experiment?</b>	107
<b>How Can Experiments Be Modified?</b>	110
<i>Nonequivalent Control Group Designs</i>	112
<i>Before-and-After Designs</i>	112
<i>Ex Post Facto Control Group Designs</i>	115
<b>How Can Units of Analysis Affect</b>	
<b>Causal Reasoning?</b>	115
<i>The Ecological Fallacy</i>	115
<i>Reductionism</i>	116
<b>What Are the Threats to Validity in Experiments?</b>	117
<i>Threats to Internal Causal Validity</i>	118
Noncomparable Groups	119
Endogenous Change	120
History	121
Contamination	121
Treatment Misidentification	122
<i>Generalizability</i>	123
Sample Generalizability	123
Cross-Population Generalizability	124
Interaction of Testing and Treatment	125
<b>How Do Experimenters Protect Their Subjects?</b>	126
<i>Deception</i>	126
<i>Selective Distribution of Benefits</i>	127
<b>Conclusion</b>	128

KEY TERMS	128
HIGHLIGHTS	129
EXERCISES	131
<i>Discussing Research</i>	131
<i>Finding Research</i>	131
<i>Critiquing Research</i>	132
<i>Doing Research</i>	132
<b>6. Survey Research</b>	<b>133</b>
<b>Why Is Survey Research So Popular?</b>	134
<b>How Should We Write Survey Questions?</b>	135
<i>Be Clear; Avoid Confusing Phrasing</i>	135
<i>Minimize Bias</i>	136
<i>Allow for Disagreement</i>	136
<i>Don't Ask Questions They Can't Answer</i>	137
<i>Allow for Uncertainty</i>	138
<i>Make Response Categories Exhaustive         and Mutually Exclusive</i>	139
<b>How Should Questionnaires Be Designed?</b>	139
<i>Build on Existing Instruments</i>	140
<i>Refine and Test Questions</i>	140
<i>Maintain Consistent Focus</i>	141
<i>Order the Questions</i>	141
<i>Make the Questionnaire Attractive</i>	142
<b>What Are the Alternatives for Administering Surveys?</b>	142
<i>Mailed, Self-Administered Surveys</i>	144
<i>Group-Administered Surveys</i>	145
<i>Telephone Surveys</i>	147
Reaching Sampling Units	147
Maximizing Response to Phone Surveys	147
<i>In-Person Interviews</i>	149
Maximizing Response to Interviews	149
<i>Electronic Surveys</i>	150
<b>A Comparison of Survey Designs</b>	150
<b>Ethical Issues in Survey Research</b>	151
<b>Conclusion</b>	155
KEY TERMS	156
HIGHLIGHTS	156
EXERCISES	157
<i>Discussing Research</i>	157
<i>Finding Research</i>	158
<i>Critiquing Research</i>	158
<i>Doing Research</i>	160

<b>7. Qualitative Methods: Observing, Participating, Listening</b>	<b>161</b>
<b>What Makes Methods “Qualitative”?</b>	162
<i>Case Study: Beyond Caring</i>	163
<b>How Does Participant Observation Become a Research Method?</b>	165
<i>Choosing a Role</i>	166
Complete Observation	166
Mixed Participation/Observation	167
Complete Participation	168
<i>Entering the Field</i>	169
<i>Developing and Maintaining Relationships</i>	170
<i>Sampling People and Events</i>	171
<i>Taking Notes</i>	173
<i>Managing the Personal Dimensions</i>	174
<b>How Do You Conduct Intensive Interviews?</b>	176
<i>Establishing and Maintaining a Partnership</i>	178
<i>Asking Questions and Recording Answers</i>	178
<b>How Do You “Focus” a Group?</b>	180
<b>Analyzing Qualitative Data</b>	181
<i>The Phases of Analysis</i>	182
<i>Use of Computers</i>	183
<i>Evaluation of Conclusions</i>	183
<b>Ethical Issues in Qualitative Research</b>	185
<b>Conclusion</b>	187
KEY TERMS	188
HIGHLIGHTS	188
EXERCISES	189
<i>Discussing Research</i>	189
<i>Finding Research</i>	189
<i>Critiquing Research</i>	190
<i>Doing Research</i>	190
<b>8. Evaluation Research</b>	<b>192</b>
<b>What Is the History of Evaluation Research?</b>	193
<b>What Is Evaluation Research?</b>	194
<b>What Are the Alternatives in Evaluation Designs?</b>	197
<i>Black Box or Program Theory</i>	197
<i>Researcher or Stakeholder Orientation</i>	199
<i>Quantitative or Qualitative Methods</i>	201
<i>Simple or Complex Outcomes</i>	202
<b>What Can an Evaluation Study Focus On?</b>	205
<i>Needs Assessment</i>	205
<i>Evaluability Assessment</i>	206

<i>Process Evaluation</i>	207
<i>Impact Analysis</i>	210
<i>Efficiency Analysis</i>	213
<b>Ethical Issues in Evaluation Research</b>	215
<b>Conclusion</b>	217
KEY TERMS	217
HIGHLIGHTS	218
EXERCISES	218
<i>Discussing Research</i>	218
<i>Finding Research</i>	218
<i>Critiquing Research</i>	219
<i>Doing Research</i>	219
<b>9. Elementary Data Analysis</b>	<b>220</b>
<b>Why Do Statistics?</b>	221
<i>Case Study: The Likelihood of Voting</i>	221
<b>How to Prepare Data for Analysis</b>	222
<b>What Are the Options for Displaying Univariate Distributions?</b>	222
<i>Graphs</i>	224
<i>Frequency Distributions</i>	228
<b>What Are the Options for Summarizing Distributions?</b>	230
<i>Measures of Central Tendency</i>	230
Mode	230
Median	231
Mean	231
Median or Mean?	233
<i>Measures of Variation</i>	233
Range	233
Interquartile Range	234
Variance	235
Standard Deviation	236
<b>How Can We Tell Whether Two Variables Are Related?</b>	237
<i>Controlling for a Third Variable</i>	239
<b>Analyzing Data Ethically: How Not to Lie with Statistics</b>	240
<b>Conclusion</b>	241
KEY TERMS	242
HIGHLIGHTS	242
EXERCISES	243
<i>Discussing Research</i>	243
<i>Finding Research</i>	243
<i>Critiquing Research</i>	244
<i>Doing Research</i>	244



<b>10. Reviewing, Proposing, and Reporting Research</b>	<b>246</b>
<b>Comparing Research Designs</b>	246
<b>Reviewing Research</b>	249
<i>Case Study: "Night as Frontier"</i>	250
The Research Design	250
Analysis of the Design	250
An Overall Assessment	251
<b>Proposing New Research</b>	252
<i>Case Study: Treating Substance Abuse</i>	253
<b>Reporting Research</b>	258
<i>Writing and Organizing</i>	259
<b>Conclusion</b>	263
HIGHLIGHTS	264
EXERCISES	264
<i>Discussing Research</i>	264
<i>Finding Research</i>	264
<i>Critiquing Research</i>	265
<i>Doing Research</i>	265
Appendix A: Finding Information	267
<i>Elisabeth Schneider</i>	
<i>Russell K. Schutt</i>	
Appendix B: HyperRESEARCH™:	
A Software Tool for Qualitative Data Analysis	278
<i>Ann Dupuis</i>	
Appendix C: Secondary Data Sources	299
Appendix D: How to Use a Statistical Package	302
<i>Lisa M. Gilman</i>	
<i>Joan Saxton Weber</i>	
References	317
Glossary/Index	329