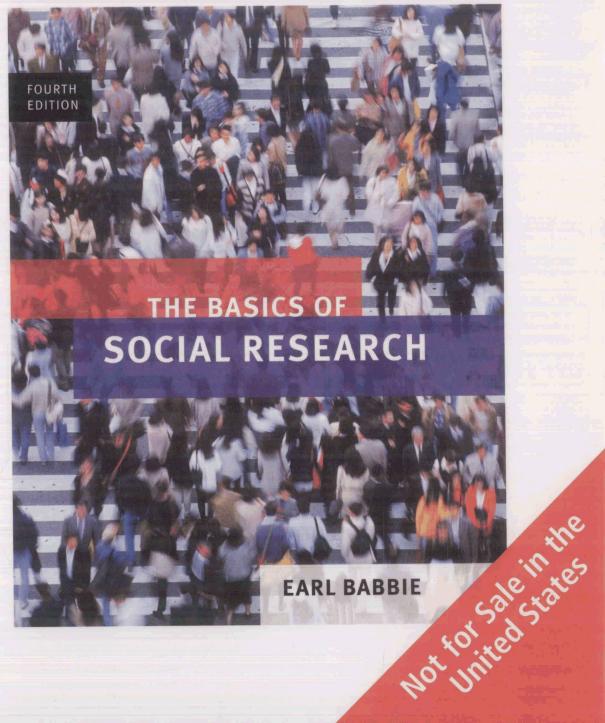
INTERNATIONAL STUDENT EDITION



CONTENTS

Preface xvii

	Additional Readings 30
Part One	Chapter 2
AN INTRODUCTION TO INQUIRY 1	Paradigms, Theory,
Chapter 1 Human Inquiry and Science 3 What Do You Think? 4 Introduction 4	and Research 32 What Do You Think? 33 Introduction 33 Some Social Science Paradigms 34 Macrotheory and Microtheory 36
Looking for Reality 6 Ordinary Human Inquiry 6 Tradition 7 Authority 8 Errors in Inquiry and Some Solutions 8 What's Really Real? 10	Early Positivism 36 Conflict Paradigm 37 Symbolic Interactionism 37 Ethnomethodology 38 Structural Functionalism 39 Feminist Paradigms 40
The Foundations of Social Science 12 Theory, Not Philosophy or Belief 13 Social Regularities 13 Aggregates, Not Individuals 15 A Variable Language 16 The Purposes of Social Research 21 The Ethics of Human Inquiry 22	Critical Race Theory 42 Rational Objectivity Reconsidered 42 Two Logical Systems Revisited 45 The Traditional Model of Science 45 Deduction and Induction Compared 48 Deductive Theory Construction 54 Getting Started 54
Some Dialectics of Social Research 22 Idiographic and Nomothetic Explanation 22 Inductive and Deductive Theory 23 Quantitative and Qualitative Data 25 Pure and Applied Research 27 What Do You Think? Revisited 28 Main Points 29 Key Terms 30	Constructing Your Theory 54 An Example of Deductive Theory: Distributive Justice 54 Inductive Theory Construction 56 An Example of Inductive Theory: Why Do People Smoke Marijuana? 57 The Links between Theory and Research 58 The Importance of Theory in the "Real World"

Review Questions 30

Online Study Resources 30

59

Research Ethics and Theory 60	Three Purposes of Research 97		
What Do You Think? Revisited 60	Exploration 97		
Main Points 61	Description 99		
Key Terms 62	Explanation 99		
Review Questions 62	The Logic of Nomothetic Explanation 99		
Online Study Resources 62	Criteria for Nomothetic Causality 100		
Additional Readings 62	Nomothetic Causal Analysis		
3	and Hypothesis Testing 101		
Chapter 3	False Criteria for Nomothetic		
	Causality 102		
The Ethics and Politics	Necessary and Sufficient Causes 102		
of Social Research 64	Units of Analysis 104		
What Do You Think? 65	Individuals 105		
Introduction 65	Groups 106		
Ethical Issues in Social Research 66	Organizations 106		
Voluntary Participation 67	Social Interactions 108		
No Harm to the Participants 68	Social Artifacts 108		
Anonymity and Confidentiality 69	Units of Analysis in Review 109		
Deception 72	Faulty Reasoning about Units of Analysis:		
Analysis and Reporting 73	The Ecological Fallacy and		
Institutional Review Boards 74	Reductionism 109		
Professional Codes of Ethics 77	The Time Dimension 111		
Two Ethical Controversies 79	Cross-Sectional Studies 111		
Trouble in the Tearoom 79	Longitudinal Studies 112		
Observing Human Obedience 80	Approximating Longitudinal		
The Politics of Social Research 81	Studies 115		
Objectivity and Ideology 82	Examples of Research Strategies 117		
Politics with a Little "p" 86	How to Design a Research Project 117		
Politics in Perspective 87	Getting Started 119		
What Do You Think? Revisited 88	Conceptualization 120		
Main Points 88	Choice of Research Method 120		
Key Terms 89	Operationalization 120		
Review Questions 89	Population and Sampling 121		
Online Study Resources 90	Observations 121		
Additional Readings 91	Data Processing 121		
	Analysis 122		
Part Two	Application 122		
THE CTRUCTURING OF INCLUDY	Research Design in Review 122		
THE STRUCTURING OF INQUIRY:	The Research Proposal 123		
QUANTITATIVE	Elements of a Research Proposal 124		
What Do You Think? Revisited	9		
Chapter 4	Main Points 126		
Research Design 94	Key Terms 127		
	Review Questions 127		
What Do You Think? 95	Online Study Resources 128		
Introduction 96	Additional Readings 128		

Chapter 5

Conceptualization, Operationalization, and Measurement 130

What Do You Think? 131 Introduction 131 Measuring Anything That Exists 132 Conceptions, Concepts, and Reality 133 Conceptions as Constructs 134 Conceptualization 136 Indicators and Dimensions 136 The Interchangeability of Indicators 139 Real, Nominal, and Operational Definitions 139 Creating Conceptual Order 140 An Example of Conceptualization: The Concept of Anomie 142 Definitions in Descriptive and Explanatory Studies 145 Operationalization Choices 147 Range of Variation 147 Variations between the Extremes 148 A Note on Dimensions 148 Defining Variables and Attributes 149 Levels of Measurement 149 Single or Multiple Indicators 154 Some Illustrations of Operationalization Choices 154 Operationalization Goes On and On 155 Criteria of Measurement Ouality 156 Precision and Accuracy 156 Reliability 157 Validity 160 Who Decides What's Valid? 162 Tension between Reliability and Validity 163 What Do You Think? Revisited 163 The Ethics of Measurement 164 Main Points 164 Key Terms 165 Review Questions 165 Online Study Resources 166

Additional Readings 166

Chapter 6

Indexes, Scales, and Typologies 168

What Do You Think? 169 Introduction 169 Indexes versus Scales 170 Index Construction 173 Item Selection 173 Examination of Empirical Relationships 174 Index Scoring 179 Handling Missing Data 180 Index Validation 182 The Status of Women: An Illustration of Index Construction 185 Scale Construction 186 Bogardus Social Distance Scale 186 Thurstone Scales 187 Likert Scaling 188 Semantic Differential 189 Guttman Scaling 190 Typologies 193 What Do You Think? Revisited 194 Main Points 195 Kev Terms 196 Review Ouestions 196 Online Study Resources 196 Additional Readings 196

Chapter 7

The Logic of Sampling 198

What Do You Think? 199
Introduction 199
A Brief History of Sampling 200
President Alf Landon 201
President Thomas E. Dewey 202
Two Types of Sampling Methods 203
Nonprobability Sampling 203
Reliance on Available Subjects 203
Purposive or Judgmental Sampling 204
Snowball Sampling 205
Quota Sampling 205
Selecting Informants 206
The Theory and Logic of Probability
Sampling 207

Conscious and Unconscious	The Classical Experiment 246		
Sampling Bias 208	Independent and Dependent Variables 247		
Representativeness and Probability	Pretesting and Posttesting 247		
of Selection 210	Experimental and Control Groups 248		
Random Selection 211	The Double-Blind Experiment 249		
Probability Theory, Sampling Distributions, and	Selecting Subjects 250		
Estimates of Sample Error 212	Probability Sampling 250		
Populations and Sampling Frames 221	Randomization 251		
Types of Sampling Designs 223	Matching 251		
Simple Random Sampling 224	Matching or Randomization? 252		
Systematic Sampling 224	Variations on Experimental Design 253		
Stratified Sampling 227	Preexperimental Research Designs 253		
Implicit Stratification in Systematic	Validity Issues in Experimental Research 25		
Sampling 230	An Illustration of Experimentation 259		
Illustration: Sampling University Students 230	Web-Based Experiments 262		
Sample Modification 230	"Natural" Experiments 263		
Multistage Cluster Sampling 231	Strengths and Weaknesses of the		
Multistage Designs and Sampling Error 232	Experimental Method 264		
Stratification in Multistage	Ethics and Experiments 265		
Cluster Sampling 234	What Do You Think? Revisited 265		
Probability Proportionate to Size	Main Points 266		
(PPS) Sampling 235	Key Terms 267		
Disproportionate Sampling	Review Questions 267		
and Weighting 236	Online Study Resources 267		
Probability Sampling in Review 238	Additional Readings 267		
The Ethics of Sampling 238			
What Do You Think? Revisited 238			
Main Points 239	Chapter 9		
Key Terms 240	Survey Research 268		
Review Questions 240	What Do You Think? 269		
aline Study Resources 240			
Additional Readings 241	Topics Appropriate for Survey Research 270		
	Guidelines for Asking Questions 271		
Part Three	Choose Appropriate Question Forms 272		
	Make Items Clear 273		
MODES OF OBSERVATION:	Avoid Double-Barreled Questions 273		
QUANTITATIVE	Respondents Must Be Competent		
AND QUALITATIVE 242	to Answer 274		
	Respondents Must Be Willing to Answer 27		
Chantes 0	Questions Should Be Relevant 274		
Chapter 8	Short Items Are Best 276		
Experiments 244	Avoid Negative Items 276		

What Do You Think? 244

Topics Appropriate to Experiments 246

Introduction 244

Avoid Biased Items and Terms 277

General Questionnaire Format 278

Questionnaire Construction 278

Formats for Respondents 278	The Various
Contingency Questions 279	Relations to
Matrix Questions 280	Some Qualitati
Ordering Items in a Questionnaire 281	Paradign
Questionnaire Instructions 282	Naturalism
Pretesting the Questionnaire 283	Ethnometho
A Sample Questionnaire 283	Grounded T
Self-Administered Questionnaires 286	Case Studie
Mail Distribution and Return 286	Case Me
Monitoring Returns 287	Institutional
Follow-up Mailings '288	Participator
Acceptable Response Rates 288	Conducting Qu
A Case Study 289	Preparing fo
Interview Surveys 291	Qualitative I
The Role of the Survey Interviewer 291	Focus Group
General Guidelines for	Recording C
Survey Interviewing 292	Strengths and '
Coordination and Control 294	Field Res
Telephone Surveys 295	Validity 34
Positive and Negative Factors 295	Reliability
Computer-Assisted Telephone	What Do You T
Interviewing (CATI) 297	Ethics in Quali
Response Rates in Interview Surveys 297	Main Points 3
New Technologies and Survey Research 299	Key Terms 34
Comparison of the Different	Review Questi
Survey Methods 302	Online Study R
Strengths and Weaknesses	Additional Rea
of Survey Research 303	
Secondary Analysis 304	Chapter 11
Ethics and Survey Research 307	Chapter 11
What Do You Think? Revisited 307	Unobtrusi
Main Points 308	What Do You T
Key Terms 309	Introduction
Review Questions 309	Content Analys
Online Study Resources 310	Topics Appi
Additional Readings 310	Sampling ir
	Coding in C
Chapter 10	Illustrations
Chapter 10	Strengths a
Qualitative Field Research 312	of Conte

What Do You Think? 313
Introduction 313
Topics Appropriate to Field Research 314
Special Considerations in Qualitative
Field Research 317

Subjects 319 ive Field Research ns 321 321 odology 322 Theory 324 s and the Extended thod 326 Ethnography 328 v Action Research 329 alitative Field Research 333 or the Field 333 Interviewing 335 ns 338 Observations 340 Weaknesses of Oualitative search 342 3 344 Think? Revisited 344 tative Field Research 345 345 6 ons 346 esources 346 dings 347

Roles of the Observer 317

Unobtrusive Research 348

What Do You Think? 349
Introduction 349
Content Analysis 350
Topics Appropriate to Content Analysis 350
Sampling in Content Analysis 352
Coding in Content Analysis 355
Illustrations of Content Analysis 359
Strengths and Weaknesses
of Content Analysis 361
Analyzing Existing Statistics 362
Durkheim's Study of Suicide 362
The Consequences of Globalization 364
Units of Analysis 365
Problems of Validity 365

Problems of Reliability 366
Sources of Existing Statistics 366
Comparative and Historical Research 369
Examples of Comparative and Historical Research 369
Sources of Comparative and Historical Data 374
Analytical Techniques 376
Ethics and Unobtrusive Measures 378
What Do You Think? Revisited 378
Main Points 379
Key Terms 379
Review Questions 380
Online Study Resources 380
Additional Readings 380

Chapter 12

Evaluation Research 382

What Do You Think? 383

Introduction 383

Topics Appropriate to Evaluation Research 385

Formulating the Problem:

Issues of Measurement 386

Specifying Outcomes 387

Measuring Experimental Contexts 388

Specifying Interventions 388

Specifying the Population 389

New versus Existing Measures 389

Operationalizing Success/Failure 389

Types of Evaluation Research Designs 390

Experimental Designs 390

Quasi-Experimental Designs 391
Qualitative Evaluations 395
Logistical Problems 397
Use of Research Results 400
Social Indicators Research 406
The Death Penalty and Deterrence

The Death Penalty and Deterrence 406 Computer Simulation 407

Ethics and Evaluation Research 408 What Do You Think? Revisited 409

Main Points 410 Key Terms 410

Review Questions 410

Online Study Resources 411

Additional Readings 411

Part Four

ANALYSIS OF DATA: QUANTITATIVE AND QUALITATIVE 412

Chapter 13

Qualitative Data Analysis 414

What Do You Think? 415 Introduction 415 Linking Theory and Analysis 416 Discovering Patterns 416 Grounded Theory Method 417 Semiotics 419 Conversation Analysis 421 Qualitative Data Processing 421 Coding 422 Memoing 426 Concept Mapping 427 Computer Programs for Qualitative Data 428 QDA Programs 428 Leviticus as Seen through NUD*IST 429 Using NVivo to Understand Women Film Directors, by Sandrine Zerbib 433 The Qualitative Analysis of Ouantitative Data 438 Ethics and Qualitative Data Analysis 438 What Do You Think? Revisited 439 Main Points 439 Key Terms 440

Chapter 14

Review Questions 440

Online Study Resources 441 Additional Readings 441

Quantitative Data Analysis 442

What Do You Think? 443
Introduction 443
Quantification of Data 444
Developing Code Categories 445
Codebook Construction 447
Data Entry 448
Univariate Analysis 448
Distributions 449

Central Tendency 450 Dispersion 453 Continuous and Discrete Variables 454 Detail versus Manageability 454 Subgroup Comparisons 455 "Collapsing" Response Categories 456 Handling Don't Knows 457 Numerical Descriptions in Oualitative Research 458 Bivariate Analysis 459 Percentaging a Table 460 Constructing and Reading Bivariate Tables 462 Introduction to Multivariate Analysis 463 Sociological Diagnostics 464 Ethics and Quantitative Data Analysis 466 What Do You Think? Revisited 466 Main Points 467 Kev Terms 468 Review Ouestions 468 Online Study Resources 469 Additional Readings 469

Chapter 15

Reading and Writing Social Research 470

What Do You Think? 471 Introduction 471 Reading Social Research 471 Organizing a Review of the Literature 471 Journals versus Books 472 Evaluation of Research Reports 474
Using the Internet Wisely 478
Writing Social Research 486
Some Basic Considerations 486
Organization of the Report 488
Guidelines for Reporting Analyses 491
Going Public 492
What Do You Think? Revisited 492
The Ethics of Reading and Writing
Social Research 493
Main Points 493
Key Terms 494
Review Questions and Exercises 494
Online Study Resources 495
Additional Readings 495

Appendixes

A Using the Library 498

B Random Numbers 506

C Distribution of Chi Square 508

D Normal Curve Areas 510

E Estimated Sampling Error 511

Glossary 513

References 525

Index 535