

## **Detailed contents**

Boxes, figures, web pointers and tables Preface		3 Formulating and clarifying	22
		research questions	
•		Types of research questions	22
Part I THE SCOPE OF SURVEY		Descriptive research	23
RESEARCH	1	Explanation: searching for causes or	
1 The nature of converge	3	consequences	23
1 The nature of surveys	3	Explanation: exploring a simple	
What is a survey?	3	idea	24
Form of data		Explanation: exploring more	
Methods of analysis	4	complex ideas	25
Quantitative and qualitative research	5 7	Using the internet to review existing	
Practice vs ideal types	/	information and research	25
2 Theory and social research	9	Scope of the research	30
The interaction of theory and research	9	Particular but exhaustive or general	
The process of theory construction	10	but partial?	30
Establishing the meaning of observations	3 11	Units of analysis	30
Levels of generality	12	Research design	30
Plausibility and the need for theory		Descriptive research	31
testing	12	Explanatory research	31
The process of theory testing	13	The classic experimental design	32
Six stages in theory testing	13	Panel design	33
Theory construction and testing:		Quasi-panel design	34
an ongoing process	15	Retrospective panel design	34
The need for theory and observation	15	Retrospective experimental design	35
Sources of theories	17	Cross-sectional or correlation design	3€
Sociological perspectives	17	One group post-test only design	36
Other sources	18	Why bother about design?	37
The role of descriptive research	18	Refining research questions:	
The centrality of theory	20	a checklist	37

Par	t II COLLECTING SURVEY DATA	41	Constructing questionnaires	94
4	Developing indicators for concepts	43	Selecting areas	94
	Clarifying the concepts	43	Question content	95
	How to clarify concepts	44	Direction, extremity and intensity	0.0
	Developing indicators	47	of attitudes	96
	How many indicators to use	50	Principles of question design	96
	How to develop indicators	<b>5</b> 0	Reliability	96
	Evaluating indicators	52	Validity	96
	Reliability	52	Discrimination	96
	Validity	53	Response rate	97
	The problem of meaning	54	Same meaning for all respondents	97
	Developing indicators: a checklist	55	Relevance	97
_	• •	<b>F</b> 0	Wording questions	97
5	Ethics and data collection	58	Selecting question type	99
	Research participants	59	Open and closed formats	99
	Voluntary participation	59	Response formats and level of	
	Informed consent	60	measurement	100
	No harm	61	Developing question responses	100
	Anonymity and confidentiality	62	Exhaustiveness (or inclusiveness)	100
	Privacy	64	Exclusiveness	101
	Colleagues, the profession, sponsors		Balancing categories	101
	and the public	64	Developing response alternatives for	
	Colleagues and the profession	64	closed-choice questions	101
	Sponsors	64	Numerical rating scales	102
	The public	65	Scores	102
	Data collection ethics checklist	66	Ranking	103
6	Finding a sample	69	Checklists	104
ŭ	Some sampling concepts	69	Binary choice formats	104
	Types of probability samples	71	Multiple choice formats	105
	Simple random sampling (SRS)	71	Non-committal responses	105
	Systematic sampling	72	No opinion and don't know responses	105
	Stratified sampling	74 74	Inclusion of the middle alternative	106
	Multistage cluster sampling	75	Number of response categories	106
	Internet samples	73 77	Response sets	107
	Types of internet surveys	77 77	Social desirability	107
		11	Acquiescent response sets	107
	Internet samples and	79	Questionnaire layout	108
	representativeness		Answering procedures	108
	The use of internet samples	79	Contingency questions	108
	Sample size	80	Instructions	109
	Non-response	83	Use of space	110
	Weighting samples	84	Order of questions	1 <b>1</b> 0
	How to weight a sample on a single	0.5	Setting up for coding	111
	characteristic	85	Questionnaire length	112
	How to weight a sample on two	0.5	Telephone questionnaires: additional	
	or more characteristics	85	considerations	113
	Secondary analysis	86	Question wording	113
	Non-probability sampling	88	Layout	113
	Sampling checklist	90	•	

	Pilot testing: evaluating questions and		Smooth implementation of telephone	
	questionnaires	114	surveys	139
	Three stages of pilot testing questions	114	Maximising response rates in internet	
	Pilot testing items	116	surveys	140
	Pilot testing questionnaires	116	Ensuring quality in internet surveys	140
	How to pilot test	117	Smooth implementation of internet surveys	141
	Questionnaire design checklist	118	Questionnaire administration checklist	141
8	Administering questionnaires	122	Part III SETTING UP THE DATA	
	Main methods of administration	122	FOR ANALYSIS	145
	Face-to-face interviews	122	9 Coding	147
	Telephone interviews	122	Classifying responses	147
	Postal self-administered questionnaires	123	Precoding	148
	Internet surveys	123	Postcoding	148
	Computer-assisted questionnaire		Allocating codes to each variable	148
	administration	125	Multilevel classification schemes	148
	Four methods compared: strengths and		Developing a set of codes from the	1.0
	weaknesses	126	answers given	151
	Response rates	127	Multiple answers	151
	Obtaining representative samples	128	Coding multiple responses to closed	101
	Survey method effects on		questions	153
	questionnaire design	129	Multiple responses to open questions	154
	Quality of answers	130	Coding numerical data	155
	Implementing the survey	130	Coding missing data	155
	Multi-mode methods of administration	131	Allocating column numbers to each	133
	Maximising response rates in personal		variable	156
	interviews	132	Producing a codebook	158
	Ensuring quality in personal interviews	133	Checking for coding errors	158
	Training and supervision	133	Entering data	159
	Techniques for personal interviewing	133	Issues that complicate coding	160
	Smooth implementation of personal		Coding checklist	160
	interviews	134	Coding checkist	100
	Maximising response rates in postal surveys	134	10 Preparing variables for analysis	163
	The cover letter	135	Changing categories	163
	Preparing the envelopes	136	Collapsing categories	164
	Using incentives	136	Approaches to collapsing categories	164
	Selecting the mail-out date	136	Rearranging categories	166
	Follow-ups	136	Reverse coding	167
	Undelivered questionnaires	137	Creating new variables	169
	Answering respondents' questions	137	Conditional transformations	169
	Smooth implementation of postal		Creating new variables with	
	questionnaires	137	arithmetic transformations	170
	Supplies	137	Standardising variables	171
	Identification numbers	137	Standardising using z-scores	171
	Staffing	138	Standardising for different	
	Maximising response rates in telephone		distributions	173
	surveys	138	Adjustments with ordinal level	
	Locating the respondent	138	variables	173
	Gaining cooperation	138	The problem of missing data	175
	Ensuring quality in telephone surveys	139	Checking for missing data bias	175
			~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	

	Minimising the effect of missing values Data preparation checklist	176 177		Interval estimates for nominal and ordinal variables	231
11	Building scales	180		Significance tests for interval variables	233
	Why bother building scales?	180		Interval estimates for interval variables	233
	Summated scaling: the logic	181		Selecting the appropriate statistic	234
	Likert scales	182		Univariate analysis checklist	237
	Construct a rough scale	182	14	Bivariate analysis: nominal	
	Selecting the best items	184		and ordinal variables	241
	Creating the final scale	186		Tables	242
	Factor analysis	186		The structure of cross-tabulations	242
	Selecting variables for analysis	187		Percentaging a cross-tabulation	244
	Extracting an initial set of factors	188		Reading a cross-tabulation	245
	Extracting the final factors—rotation	190		The character of relationships	245
	Factor scores and scales	191		Presenting cross-tabulations	247
	Issues that complicate scaling	192		When to use tables	247
	Interpreting scale scores	192		Graphs	247
	Equivalence of items	192		Clustered bar chart	250
	Forcing scales to have meaningful			Stacked bar chart	250
	upper and lower limits	193		Line graph	252
	The problem of missing data	194		Boxplots	253
	Scaling checklist	195		Using summary statistics	254
_	AND ANTAINCING COMPANY IN APPA	201		Chi-square based correlations	254
Pai	t IV ANALYSING SURVEY DATA	201		PRE-based correlations	25€
12	Overview of analysis	203		Interpreting correlation coefficients:	
	The number of variables	203		direction	257
	Levels of measurement	203		Interpreting correlation coefficients:	250
	Interval level	204		strength	258
	Ordinal level	204		Correlation coefficients when both	0=0
	Nominal level	205		variables are nominal	258
	Influencing the level of measurement	205		Statistics when both variables are	05/
	Which level of measurement to aim for	205		ordinal	258
	Methods of analysis	206		Statistics for two ordinal variables	050
	Descriptive and inferential statistics	206		with many categories	259
	Descriptive statistics	207		Statistics for mixed levels of measurement	259
	Inferential statistics	208		Correlation coefficients for	200
	Ethics and analysis	208		non-linear relationships	260
	Overview of analysis: a checklist	210		Weaker than expected relationships	262
13	Univariate analysis	212		Inferential statistics	262
	Descriptive statistics	212		Significance tests	263
	Tabular analysis	212		Interval estimates	266
	Graphical analysis	215		Bivariate analysis for nominal and	266
	Distortions with graphs	219		ordinal variables checklist	266
	Summary of descriptive statistics	221	15	Bivariate analysis for interval-level	
	Nominal variables	221		variables	27:
	Ordinal variables	223		Interval-level dependent variables with	
	Interval variables	224		categorical independent variables	273
	Inferential statistics	228		Tabular analysis	272
	Significance tests for nominal			Graphical	273
	and ordinal variables	228		Summary statistics: descriptive analysis	275

	Summary statistics: inferential analysis	276	17	Multivariate analysis	318
	Comparing means	276		Individual variables	319
	Dichotomous independent variable	276		Partial correlation	319
	Independent variables with three or			Partial regression coefficients	320
	more categories	277		Regression for subgroups	323
	Significance of eta	278		Models	324
	Two interval-level variables	279		Multiple correlation	324
	Graphs	279		Multiple regression	324
	Summary statistics: Pearson's			Cautions	327
	correlation	280		Multiple regression with non-interval	02.
	Regression analysis	280		independent variables: dummy	
	Regression coefficients	282		regression	328
	Regression with non-interval	202		Path analysis	330
	variables: dichotomous variables	285		Other multivariate methods	333
	The difference between correlation	203		Multivariate checklist	334
		286		TVILITE CHECKISC	JJT
	and regression	286	18	Putting it into practice: a research	
	When can regression be used?	287		example	339
	Summary statistics: inference Rank-order correlation	289		The research question	339
				Hypotheses	340
	Correlation matrices	290		Clarifying and operationalising	
	Checklist for bivariate analysis of	204		the concepts	340
	interval variables	291		Religion	340
16	Elaborating bivariate relationships	297		Independent and intervening variables	341
	The logic of statistical controls	297		Background variables	341
	Experimental controls	297		Preparing the variables for analysis	341
	Cross-sectional designs and statistical			Producing the scales	342
	controls	298		Preparing variables for regression	
	Multiple statistical controls	299		analysis	343
	The purpose of elaboration	299		Initial analysis	343
	Types of relationship between three			Testing the explanations	345
	variables	300		Workforce participation:	
	Steps in elaboration analysis	<i>302</i>		cross-tabulation analysis	345
	Elaboration using summary statistics:			Workforce participation; multiple	
	partial correlation	302		regression analysis	346
	Interpreting partial correlation	502		Stage in the family life cycle: multiple	010
	statistics	302		regression analysis	349
	Using tables for elaboration analysis	304		Family focus: multiple regression	517
	Spurious relationships	304		analysis	<b>35</b> 0
	Indirect causal relationships	308		Decomposing the gender gap	350
	Specification	308		Discussion	352
	Replication	310		Summarise relevant results	352
	Problems with conditional tables	310		Ex post facto explanations for further	JJ2
	Graphical methods of elaboration	310		examination	352
	•	210		Implications	353
	analysis	310		<u>=</u>	
	Line graphs	311		Summary	353
	Line graphs using different scales	211			250
	on the Y-axis	311		ossary	355
	Tree diagrams	313		bliography '	367
	Elaboration checklist	314	Inc	lex	374