

CONTENTS

Dedication *v*
Preface *vii*
Acknowledgments *ix*

PART I: INTRODUCTORY CONCEPTS 1

1 Introduction to Research.....3
2 Ethics in Human Subject Research..... 17

PART II: RESEARCH WRITING 25

3 Getting Started: Information Retrieval..... 27
4 The Research Paper and Proposal.....35
**5 Completing the Research Paper: Results, Discussion, Conclusion,
and References**..... 48
6 Research Writing..... 57

PART III: STATISTICS 71

7 Basic Statistical Concepts..... 73
8 Central Tendency, Variability, and the Normal Curve..... 85
9 Probability and Hypothesis Testing..... 102
10 Relationships and Predictions..... 121
11 Comparing Mean Scores..... 145
12 Selected Nonparametric Statistics..... 170

PART IV: MEASUREMENT AND RESEARCH DESIGN 185

13 Measurement and Data Collection Concepts..... 187

14 Experimental Validity and Control..... 201

15 Experimental Research and Designs 216

16 Nonexperimental or Descriptive Research..... 229

17 Qualitative Research Methods 245

PART V: QUALITY CONTROL AND APPLICATION OF RESEARCH 257

18 Quality Control in Research..... 259

19 Assessment and Application of Research..... 268

Appendix A: Statistics Tables 291

Appendix B: Answers to Statistics Exercises 301

Appendix C: Sample Consent Form and Sample Letters 305

Glossary 311

References and Selected Readings 317

Index 319

EXPANDED CONTENTS

Dedication *v*
Preface *vii*
Acknowledgments *ix*

PART I: INTRODUCTORY CONCEPTS 1

1 Introduction to Research.....3
 Primary Purposes of Research 4
 A Common Misconception About Research 4
 Research in Our Daily Lives 6
 The Scientific Method 7
 Inductive and Deductive Reasoning 9
 Fact, Theory, and Principle 9
 Less Scientific Methods 11
 Basic and Applied Research 11
 Location of Research 12
 Internal Validity 12
 External Validity 13
 Independent and Dependent Variables 13
 Characteristics of the Researcher 13

2 Ethics in Human Subject Research..... 17
 Codes and Guidelines 17
 The Institutional Review Board 18
 Informed Consent 18
 Confidentiality and Anonymity 21
 Invasion of Privacy 21
 Safe and Competent Treatment 22
 Knowledge of Results 22
 The Researcher's Role in Ethical Treatment 22

PART II: RESEARCH WRITING 25

3 Getting Started: Information Retrieval..... 27
 Sources of Information 27

Bibliographies 28
Abstracts 28
Indexes 29
Research Reviews 30
Journals 30
Computerized Information Retrieval 30

4 The Research Paper and Proposal.....35

Components of the Thesis 36
Chapter 1: Introduction 38
Chapter 2: The Problem 39
Chapter 3: Review of Literature 43
Chapter 4: Procedures or Methods 44

5 Completing the Research Paper: Results, Discussion, Conclusion, and References.....48

Chapter 5: Results 48
Chapter 6: Discussion 49
Chapter 7: Summary and Conclusions 52
References 53
Appendix 55

6 Research Writing.....57

Getting Started 57
Collating Reference Material and Writing 59
Tips for Good Writing 60
Common Faults in Writing 63

PART III: STATISTICS 71

7 Basic Statistical Concepts.....73

Measurement Scales 74
Parametric and Nonparametric Statistics 76
Descriptive and Inferential Use of Statistics 77
Selected Sampling Procedures 78
Some Computational Notations and Tips 81

8 Central Tendency, Variability, and the Normal Curve.....85

Central Tendency 86
Measures of Variability 87
The Normal Curve 90

The Z Score	97
Nonnormal Distributions and Curves	98

9 Probability and Hypothesis Testing 102

Probability	102
Hypothesis Testing	106
Interpretations After the Hypothesis Test	117
Practical Hypothesis Testing	118

10 Relationships and Predictions 121

Concepts in Correlation	122
Pearson Correlation	124
Prediction: Simple Linear Regression	131
Prediction: Multiple Regression	136
Partial Correlation	139
Factor Analysis	140

11 Comparing Mean Scores 145

Statistical Assumptions	146
Correlated or Dependent <i>t</i> Tests	146
Independent <i>t</i> Test	149
Analysis of Variance	152
Analysis of Covariance	165

12 Selected Nonparametric Statistics 170

Chi Square	171
Restrictions and Assumptions for Chi Square	178
Spearman <i>r</i>	179
Some Other Nonparametric Tests	181

PART IV: MEASUREMENT AND RESEARCH DESIGN 185

13 Measurement and Data Collection Concepts 187

Validity	188
Reliability	191
The Relationship Between Validity and Reliability	194
Interpreting Validity and Reliability Coefficients	195
Validity: Is There Really Such a Thing?	197
Measurement Error	197

14	Experimental Validity and Control	201
	Internal Validity	201
	External Validity	208
	Controlling for Threats to Internal Validity	210
	Controlling for Threats to External Validity	212
	Internal versus External Validity: Which Should Be the Focus and Which Is More Important?	213
15	Experimental Research and Designs	216
	Experimentation and Cause-and-Effect Relationships	216
	Experimental Control Revisited	217
	Experimental Research Designs	218
	True Experimental Designs	220
	Quasi-Experimental Designs	222
	Pre-experimental Designs	225
16	Nonexperimental or Descriptive Research	229
	Nonexperimental Research and Cause-and-Effect Relationships	230
	Survey Research	232
	Other Survey Methods	238
	Informed Consent and Surveys	239
	Other Nonexperimental Methods	239
17	Qualitative Research Methods	245
	Quantitative vs. Qualitative Research	246
	Case Studies	247
	Focus Groups	248
	Nominal Groups	250
	Content Analysis	251
	Qualitative Design, Sampling, Data Collection, Analysis, and Interpretation	251

PART V: QUALITY CONTROL AND APPLICATION OF RESEARCH 257

18	Quality Control in Research	259
	Internal Quality Control	259
	External Quality Control	263
	Publish-or-Perish and Research Quality	265
	Research Dishonesty	266
19	Assessment and Application of Research	268
	Assessing the Quality of Research	269
	Interpreting and Summarizing the Results of Research	276

Tips for Interpretation of Research	279
Application of Research	284
Appendix A: Statistics Tables	291
Appendix B: Answers to Statistics Exercises	301
Appendix C: Sample Consent Form and Sample Letters	305
Glossary	311
References and Selected Readings	317
Index	319