

Contents

<i>Acknowledgments</i>	v
<i>To the Instructor</i>	xxi
<i>To the Student</i>	xxvii
<i>Reprint Acknowledgments</i>	xxxii

PART I. EDUCATIONAL RESEARCH—THE FIELD 1

1. The Purpose of Educational Research	3
Introduction	4
Research and the Improvement of Education	5
Contributions of Research to Knowledge about Education	5
Contributions of Research Knowledge to the Practice of Education	9
Impediments to Research Impact on Education	13
Science as an Approach to Inquiry	19
The Purpose of Science	20
Scientific Theories	22
The Scientific Method	24
Scientific Disciplines	29
Educational Research	30
Types of Educational Research	30
Educational Research Methodology	32
Personal Motivation for Doing Educational Research	34
The Study of Educational Research	40
Annotated References	40
2. Opportunities in Educational Research	44
Sources of Funding for Educational Research	45
Past and Current Status of Funding	45
U.S. Department of Education	48
National Institute of Education	50
Other Federal Agencies	51
Foundations and Other Sources of Funding	51
Preparing a Research Proposal for a Funding Agency	52
Career Opportunities	57
Universities and Colleges	57
Regional Educational Laboratories	58
Research and Development Centers	59

Public Schools	60
State Departments of Education	61
Other Career Opportunities	61
Professional Organizations	62
Seeking a Position	63
The Résumé	63
Finding Position Openings	64
Financial Assistance for Graduate Study	65
Annotated References	65

PART II. PLANNING EDUCATIONAL RESEARCH 69

3. The Research Problem, Research Plan, and Pilot Study	71
Selecting a Research Problem	72
The First Step	75
Working on a Team Project	75
A Reading Program	76
Research Based on Theory	77
Replication	80
Other Methods of Identifying Research Problems	83
Outlining a Research Plan	84
Purpose of the Research Plan	84
Introduction and Problem Statement	86
Formulating Hypotheses or Objectives	87
Possible Measures	94
Research Subjects	94
Research Design	95
Data Analysis	95
Procedures	95
Fitting the Plan Together	96
Using PERT in Research Planning	97
The Pilot Study	100
Mistakes Sometimes Made in Planning Research	101
Annotated References	102
4. Ethics, Legal Constraints, and Human Relations in Educational Research	107
Ethical Principles	108
Informed Consent	110
Confidentiality	112
Deception	114
Dehoaxing and Desensitization	117

Legal Constraints	118
Family Educational Rights and Privacy Act of 1974	118
National Research Act of 1974	119
The Privacy Act of 1974	124
Human Relations	125
Questions about One's Research	125
Following Channels	129
Dealing with Public Relations Problems	131
Ethical and Human Relations Mistakes Sometimes Made by Educational Researchers	132
Annotated References	132
5. Reviewing the Literature	140
Introduction	141
Secondary Sources	141
Primary Sources	141
Importance of the Review	142
Purposes of the Review	143
Delimiting the Research Problem	143
Seeking New Approaches	143
Avoiding Sterile Approaches	144
Insight into Methods	144
Recommendations for Further Research	145
Sampling Current Opinions	145
Scope of the Review	146
Conducting a Review of the Literature	147
Step One—Listing Key Words	147
Step Two—Checking Preliminary Sources	148
Other Useful Preliminary Sources	156
Bibliographies and Reviews of Research Literature	159
Preliminary Sources Covering Theses and Dissertations	162
Preliminary Sources Covering Periodicals and Newspapers	163
Sources of Information on Educational Materials	164
Conducting a Computer Search	166
Step Three—Reading and Noting Selected References	175
Mistakes Sometimes Made in Reviewing Research Literature	184
Annotated References	184
6. Critical Evaluation of Research	192
Introduction	193
Research Quality	193
Systematic Literature Analysis	195

Factors to Consider in Evaluating Research	199
Formulation of the Research Hypothesis or Objective	199
Deliberate Bias or Distortion	201
Nondeliberate Bias	203
Sampling Bias	204
Have Important Variables Been Overlooked?	207
Critical Evaluation of Measurement Techniques	209
Observer Bias	211
Effects Related to the Research Situation	214
The Hawthorne Effect	214
The John Henry Effect	216
The Pygmalion Effect	218
Demand Characteristics	218
Placebos	221
Placebos in Educational Research	224
Experimenter and Statistical Contamination	224
Experimenter Contamination	225
Statistical Contamination	225
Critical Evaluation of Statistical Analyses	225
Mistakes Sometimes Made in Critically Evaluating Research	227
Annotated References	228

PART III. SAMPLING AND MEASUREMENT 235

7. Populations and Samples	237
Common Mistakes in Sampling	238
Defining the Population	240
Sampling Techniques	244
Simple Random Sampling	244
Systematic Sampling	248
Stratified Sampling	248
Cluster Sampling	249
Volunteer Samples	251
Random Assignment	255
Sample Size	257
Important Considerations	257
Small Sample Studies	261
Estimating Needed Sample Size	262
Correlational Studies	264
Mistakes Sometimes Made in Sampling	265
Annotated References	265

8. Selection and Administration of Tests in Educational Research	270
Tests in Educational Research	271
Characteristics of Standardized Tests	272
When Is a Test Valid?	275
Content Validity	276
Predictive Validity	277
Concurrent Validity	279
Construct Validity	280
Determining Test Reliability	281
Coefficient of Equivalence	283
Coefficient of Stability	284
Coefficient of Internal Consistency	284
A Comparison of the Methods of Estimating Reliability	286
Standard Error of Measurement	286
Domain-Referenced Tests	288
Norm-Referenced Versus Domain-Referenced	
Achievement Measures	289
Reliability	290
Validity	291
Factors to Be Considered in Test Selection	291
Adjusting to Available Testing Time	291
Individually Administered Versus Group Tests	294
Selecting between Measures of the Same Variable	295
Is the Test Appropriate for Your Research?	296
Developing Measures	298
Steps in the Process	298
Using Tests in Research	301
Establishing Standard Conditions	301
Motivating and Gaining Subjects' Cooperation	303
Scheduling and Administering Tests in the Schools	304
Using Test Data Collected by Schools	306
The Social Significance of Testing	306
Mistakes Sometimes Made in Selecting and Administering Tests	310
Annotated References	311
9. Types of Standardized Tests	317
How to Locate Information about Tests	318
The Test Manual	318
The Mental Measurements Yearbooks	319
ETS Test Collection	320
Measures for Psychological Assessment	320
A Sourcebook for Mental Health Measures	321

Evaluating Classroom Instruction—A Sourcebook of Instruments	322
Family Measurement Techniques	322
Tests and Measurements in Child Development— Handbooks I and II	323
Directory of Unpublished Experimental Mental Measures	323
The Test Developer	323
The Test Itself	324
Other Sources	324
How to Obtain Copies of Tests	325
Types of Standardized Tests	325
Intelligence Tests	327
Aptitude Tests	330
Achievement Tests	332
Diagnostic Tests	334
Measures of Creativity	334
Self-Report Measures of Personality	335
Projective Techniques	340
Measures of Self-Concept	341
Attitude Scales	341
Measures of Vocational Interest	343
Mistakes Sometimes Made in Using Standardized Tests	344
Annotated References	344

PART IV. RESEARCH DESIGN AND METHODOLOGY 351

10. Introduction to Statistical Analyses and Research Design	353
Preliminary Considerations	354
Types of Research Design	354
Types of Statistical Analyses	356
What You Should Know about Statistics	357
What Statistical Tools Are Available?	357
Under What Conditions Are Statistical Tools Appropriate?	357
What Do the Statistical Results Mean?	358
How Are Calculations Made?	359
Types of Scores	359
Continuous Scores	360
Rank Scores	362
Dichotomies	362
Categories	363

Descriptive Statistics	363
Measures of Central Tendency	363
Measures of Variability	365
Correlational Statistics	367
Test Statistics	369
Statistical Inference	370
The Null Hypothesis	370
The Test of Statistical Significance	370
Interpretation of Significance Tests	374
Types of Significance Tests	376
Statistical Power Analysis	378
Supplements to Significance Tests	381
Confidence Limits	381
Replication of Research Results	383
Effect Size	385
Measures of Correlation	386
Problems in Statistical Analysis	387
The Need for Exploratory Data Analysis	387
Missing Data	392
The Unit of Statistical Analysis	394
Mistakes Sometimes Made by Researchers	398
Annotated References	398
11. The Methods and Tools of Survey Research	403
Introduction	404
The Survey as a Form of Educational Research	404
Data-Collection Tools in Surveys	406
The Cross-Sectional Survey	406
The Longitudinal Survey	411
The Delphi Technique	413
Steps in Conducting a Questionnaire Survey	415
Defining the Questionnaire Objectives	415
Selecting a Sample	416
Constructing Questionnaire Items	418
Questionnaire Format	421
Pretesting the Questionnaire	425
The Letter of Transmittal	427
Follow-Up Techniques	429
What to Do about Nonrespondents	434
The Interview as a Research Tool	435
Advantages and Disadvantages of the Interview	436
Response Effect	438
The Interview Guide	441

Interviewer Training	444
Recording the Interview	444
Telephone Interviewing	446
Microcomputers in Telephone Interviewing	448
Effective Communication in Interviews	451
Pretest of the Interview Procedures	454
Mistakes Sometimes Made in Survey Research	455
Annotated References	456
12. The Methods and Tools of Observational Research	464
Steps in Collecting Observational Data	465
Defining Observational Variables	466
Recording Observational Information	468
The Observation Form	471
Training Observers	478
Computer-Assisted Observation	486
Other Types of Observation	488
Case Study	488
Participant Observation	490
Ethnographic Research	492
Nonreactive Measures	495
Contrived Observations	500
Naturalistic Contrived Observations	500
Situational Testing	501
Observations Made by Untrained Groups	506
Content Analysis	511
Types of Studies Employing Content Analysis	511
Planning a Content-Analysis Study	514
Mistakes Sometimes Made in Observational Research	521
Annotated References	522
13. Exploring Relationships Between Variables: The Causal-Comparative Method	530
Introduction	531
The Study of Relationships between Variables	531
Advantages and Disadvantages of Causal-Comparative Studies	533
Planning a Causal-Comparative Study	536
Statement of the Research Problem	536
Selecting a Defined Group	538
Selecting Comparison Groups	540
Data Collection	541
Data Analysis	543

Statistical Analysis: The <i>t</i> Test	543
The <i>t</i> Test for Differences between Means	543
Correlated and Uncorrelated Means	546
One-Tailed vs. Two-Tailed Tests of Significance	547
The <i>t</i> Test for a Single Mean	548
Statistical Analysis: Analysis of Variance	549
Comparison of More than Two Means	549
Analysis of Covariance	552
Multivariate Analysis of Variance	553
Tests for the Difference between Variances	557
Statistical Analysis: Nonparametric Tests	558
Advantages and Disadvantages of Nonparametric Tests	558
The Chi-Square Test	559
Other Nonparametric Tests	561
Intpretation of Causal Comparative Findings	561
The Causal-Comparative Method and Correlation	563
Mistakes Sometimes Made in Doing Causal-Comparative Research	565
Annotated References	565
14. Exploring Relationships Between Variables: The Correlational Method	571
The Nature of Correlation	572
Correlation and Causality	574
Advantages and Uses of the Correlational Method	575
Planning a Relationship Study	576
The Basic Research Design	576
Limitations of the Relationship Study	580
Planning a Prediction Study	581
Types of Prediction Studies	581
The Basic Research Design	582
Bivariate Correlational Statistics	585
Product-Moment Correlation, <i>r</i>	586
Correlation of Rank Scores	586
Correlation of Dichotomous Scores	588
The Contingency Coefficient, <i>C</i>	590
Scattergrams and Correlation Ratio, η	590
Adjustments to the Correlation Coefficient	593
Correction for Attenuation	593
Correction for Restriction in Range	594
Partial Correlation	594
Multivariate Correlational Statistics	596
Multiple Regression	596

Discriminant Analysis	603
Canonical Correlation	604
Path Analysis	606
The Correlation Matrix and Factor Analysis	613
Differential Analysis	617
Statistical Factors in Prediction Research	621
Interpretation of Correlation Coefficients	622
Statistical and Practical Significance of Correlational Data	622
Interpreting Magnitude of Correlation Coefficients	623
Mistakes Sometimes Made in Doing Correlational Research	624
Annotated References	625
15. Experimental Designs: Part 1	631
Internal and External Validity of Experiments	634
Holding Variables Constant	634
Generalizability of Findings	638
Representative Design	643
Experimenter Bias	645
Strong Versus Weak Experimental Treatments	648
Experimental Designs and Statistical Analysis Techniques	649
Random Selection and Random Assignment	649
Single-Group Designs	656
The One-Shot Case Study	656
One-Group Pretest-Posttest Design	657
Time-Series Design	660
Control-Group Designs with Random Assignment	663
Pretest-Posttest Control-Group Design	664
Pretest-Posttest Control-Group Design with Matching	668
Posttest-Only Control-Group Design	670
Multiple Treatment Design	671
Mistakes Sometimes Made in Conducting Experiments	674
Annotated References	675
16. Experimental Designs: Part 2	679
Quasi-Experimental Designs	680
Static-Group Comparison Design	680
Nonequivalent Control-Group Design	682
Factorial Designs	685
Solomon Four-Group Design	691
Types of Treatment Variables	696
Aptitude-Treatment Interaction Research	697
Counterbalanced Experiments	703

Variation in Factorial Designs	705
Single-Subject Designs	706
General Design Considerations	709
A-B-A Designs	711
Multiple-Baseline Designs	714
Statistical Analysis of Single-Subject Data	716
External Validity	717
Choosing between Multisubject and Single-Subject Designs	718
Other Experimental Designs	719
Measurement of Change	720
Mistakes Sometimes Made in Conducting Experiments	726
Annotated References	726
17. Evaluation Research	732
The Nature and Purpose of Educational Evaluation	733
Trends in Educational Evaluation	734
Educational Evaluation and Educational Research	737
Judging the Quality of Educational Evaluation	738
Program Delineation and Analysis	742
The "Objects" of Evaluation	742
Goals, Resources, Procedures, and Management	743
Evaluation Models	747
Evaluation of the Individual	747
Evaluation of Performance Relative to Objectives	747
Evaluation to Assist Decision-Making	748
Evaluation to Identify Issues and Concerns	750
Adversary Evaluation	752
Types of Evaluation Research	753
Needs Assessment	753
Formative and Summative Evaluation	758
Responsive Evaluation	764
Mistakes Sometimes Made in Doing Evaluation Research	766
Annotated References	766
18. Educational Research and Development	771
What Is Educational Research and Development?	772
The R & D Cycle	774
Product Selection	776
Literature Review	777
Planning	779

Development of the Preliminary Form of the Product	781
Preliminary Field Test and Product Revision	782
Main Field Test and Product Revision	783
Operational Field Test and Final Product Revision	784
Dissemination and Implementation	786
Problems and Issues in Educational R & D	789
Learning Versus Polish	789
Realism Versus Pertinence	790
Other Lessons	791
An Example of Small-Scale R & D	792
Annotated References	795
19. Techniques of Historical Research	799
Introduction	800
The Subject Matter of Historical Research	801
The Uses of History	802
Steps in Doing Historical Research	803
Defining a Problem or Topic for Historical Research	804
Searching for Historical Sources	806
Types of Historical Sources	806
A Tentative Search Plan	808
Preliminary Sources	808
Secondary Sources	810
Primary Sources	810
Recording Information from Historical Sources	811
Note Taking and Photocopying	812
Summarizing Quantitative Data	813
Evaluation of Historical Sources	814
External Criticism	815
Internal Criticism	817
Interpretation in Historical Research	819
The Historian as Interpreter	819
Use of Concepts to Interpret Historical Information	822
Causal Inference in Historical Research	823
Generalizing from Historical Evidence	824
Writing the Historical Research Dissertation	825
Examples of Historical Research in Education	826
Origins of the Intelligence-Testing Movement	826
Antecedents of Village High Schools in Alaska	828
Mistakes Sometimes Made in Historical Research	830
Annotated References	830

PART V. DATA PROCESSING AND REPORTING 837

20. Processing Research Data	839
Scoring of Tests and Other Measures	840
Steps in Scoring Standard Tests	840
Machine Scoring of Standard Tests	841
Scoring Unstructured or Self-Developed Measures	842
Recording Data for Statistical Analysis	843
Hand Data Cards	843
Computer Recording Forms and IBM Cards	844
Data Grids	847
I.D. Codes	848
Use of the Computer and Calculator in Data Processing	849
The Computer as a Data Processing Tool	849
Choosing between Data Processing Tools	852
Checking Data Analyses for Accuracy	854
Storing Research Data	854
Mistakes Sometimes Made in Processing Data	855
Annotated References	855
 21. Preparing the Research Report	 859
The Thesis or Dissertation	860
Stylistic Considerations	860
Preliminary Materials	863
The Introductory Chapter	864
Review of the Literature	864
Research Procedures	866
Research Findings	868
Summary and Discussion	870
Reference Materials	871
Preparing a Journal Article	872
Preparing a Paper for a Professional Meeting	876
Mistakes Sometimes Made in Preparing Research Reports	877
Annotated References	877
 <i>Self-Check Test Answers</i>	881
<i>Sample Answers to Application Problems</i>	882

Appendixes

A. ERIC Network Components	901
B. Research Article Evaluation	903
C. Table of Random Numbers	905
D. Normalized Biserial Correlation Table	908
E. Examples of Unobtrusive Measures	909
F. Test Collection Bibliographies	911
<i>Name Index</i>	915
<i>Subject Index</i>	920
<i>Suggestion Sheet</i>	Back end-paper