CONTENTS

Preface	xi
PART I: OVERVIEW	
Chapter 1: The World of Social Research	
Something New Under the Sun	3
The recent emergence of the social sciences: empirical research replaces philosophical speculations about society	
Direct Observation	6
 Overt Participant Observation: street-corner research and other examples 6 Covert Participant Observation: joining a millennial cult, among other instances 12 Nonparticipant Observation: the passive onlooker or eavesdropper; conversation analysis; photo analysis 17 	
Indirect Observation	21
 Physical Evidence: wear and tear, archaeological remains, contemporary garbage analysis 21 Written Materials: historical literary documents, archival sources; content analysis 24 Existing Data: secondary analysis of available data bases; the nature of and tools of statistical analysis; simulation studies 28 	

xvi CONTENTS

Surveys					35
	~	1.1 .1.		_	

- Their Credibility: the criteria of sound sampling
 35
- Cross-sectionals: what a one-time cross-sectional survey can show; the limitations of correlations 37
- Longitudinals: trend studies and panel studies; their advantages and disadvantages
 39

Experiments

- Inherent Problems: ethics, law, and other limitations on social-science experimentation; the Hawthorne effect
- The Natural Experiment: the study of the social effects of disasters and other unplanned events 42
- The Quasi-Experiment: planned events where the researcher has only makeshift control groups for comparison; the limitations of quasiexperiments
- The True Experiment: small-scale laboratory experiments; large-scale social experiments; representative sampling and random assignment of individuals to experimental and control groups

PART II: FIVE CASE HISTORIES OF SOCIAL RESEARCH

Chapter 2: The Dilemma in the Classroom. A cross-sectional survey measures the effects of segregated schooling.

Unwelcome Opportunity

51

41

James Coleman asked to do a major survey of educational segregation; considers the problems of doing policy research; decides to proceed.

CONTENTS	xvii
The Coals of Social Research	55

The Goals of Social Research	55
Basic and applied social research; policy research as a particular kind of applied research. The Civil Rights Act of 1964 and the need for survey data with which to implement it.	
"Hey, Look at This!"	60
Planning the questionnaire and tests, designing the sample. Surprises in the incoming data; the search for explanations via regression analysis. Policy conflicts over the results.	
A Special Kind of Science	72
The nature of knowledge in the social sciences; value-free research versus subjective reality. Objectivity in the social sciences. Popular resistance to social-science findings.	
"Not My Cup of Tea"	76
The "Coleman Report" becomes news, begins to influence policy. Coleman becomes a policy advocate and "the father of busing." Attacks on his findings. Coleman in the White House; his return to academia.	
The Social Researcher as Social Leader	81
Varying views of the proper role of the social scientist. Disparity between roles of investigator and advocate.	
Asking Unpopular Questions	8 4
Coleman, reanalyzing education data in 1975, finds that busing in big cities unexpectedly worsens de facto segregation by increasing "white flight." Public uproar over his findings. Again Coleman returns to academia.	
Unforeseeable Outcomes	92
The inevitability of unintended consequences of social research. Unintended consequences as an integral aspect of the growth of social scientific knowledge.	

xviii CONTENTS

T 10 .116	95
Leitmotif	77

Coleman's work since the white-flight report: the continuing counterpoint between research and advocacy.

Chapter 3: Sampling Social Reality. A complex new survey measures the impact of the government's social programs on the American family.

"The Most Exciting Thing Going on in Social Science in the 1980s"

98

Social programs of the 1960s create a need for better income and program-benefit data. HEW researchers consider a new survey for years, finally get the go-ahead to develop one.

The Need for Data in Governance

103

Censuses in earlier eras. Government need for national data increases in nineteenth and twentieth centuries.

Introduction of sample surveys to augment censuses; uses of surveys today.

"It's Working!"

110

Development of the SIPP survey by HEW and Census personnel. Methodological and other problems, first field tests, modifications.

Survey Technique: From Intuition to Science

12.1

Early straw polls. Development of scientific sampling. Sources of error in surveys. Limitations of cross-sectional surveys. Time-series and longitudinal surveys.

Trial Run

132

The full-dress trial of SIPP in 1979. Data processing, first results, remaining technical problems. Congress kills the SIPP appropriation; SIPP is shelved.

	1.42
Survey Research and Social Science Congressional antipathy to basic social research. But major social surveys, which require government funding, serve the needs both of government and the social-science community.	143
"Good Decisions Require Good Data"	147
The need for SIPP data is so apparent to the Director of the Census and others in government that SIPP is reborn. Remaining problems are worked out and SIPP goes operational.	2
Chapter 4: One Thing at a Time. A series of laboratory experiments explores the antisocial tendency of people working in groups to secretly do less than their best.	
A Problem Worth Exploring	155
Bibb Latané and two associates decide to do experimental research on "social loafing." Latané's reasons for considering it a significant problem. Planning the experiment.	
Unambiguous Evidence	162
Place of social psychology in the social sciences; amenability of its phenomena to investigation through laboratory experiments. Quality of experimental evidence.	
A Really Clean Experiment	168
The first experiment, using shouting and clapping as the task, confirms the existence of social loafing.	
Research Through Deception: An Ethical Dilemma Need for naiveté in the human subjects of social experiments; rise of deceptive methodology in the 1950s and 1960s. Ethical problems; the imposition of the informed consent requirement chokes research; a compromise emerges.	178

XX CONTENTS

I along at all and death and a firm of the second at 1 at	
Latané et al. conduct a series of experiments manipulating the independent variable in order to discover the conditions fostering and inhibiting social loafing.	
Identity Crisis	192
Criticisms of sociopsychological experimentation: its triviality, overemphasis on methodology, lack of generalizability. Methods of overcoming these limitations.	
Testing for Generality	197
Latané and colleagues test their findings for cross-cultural generality by replicating their studies in India, Japan, Taiwan, Thailand, and Malaysia.	
Chapter 5: The Slowest, Costliest, but Best (and Worst) of Methods. Two long-term studies, tracking nearly 800 people over many years, find that many of our beliefs about human aging are incorrect.	
A Question That Had to Be Answered	
21 Question That That to be Thiswered	200
Ewald Busse notices a common brain-wave abnormality in older people that is oddly asymptomatic. To investigate it, he launches a short-term longitudinal study that grows into a major long-term study of	200
Ewald Busse notices a common brain-wave abnormality in older people that is oddly asymptomatic. To investigate it, he launches a short-term longitudinal	200
Ewald Busse notices a common brain-wave abnormality in older people that is oddly asymptomatic. To investigate it, he launches a short-term longitudinal study that grows into a major long-term study of human aging.	
Ewald Busse notices a common brain-wave abnormality in older people that is oddly asymptomatic. To investigate it, he launches a short-term longitudinal study that grows into a major long-term study of human aging. The Case for Longitudinal Research Limitations of cross-sectional survey data; longitudinal data establish temporal order, hence causality. But early	

plans for a second shorter-term study.

CONTENTS xxi

Confounded Methodology	223
Inherent difficulties of long-term longitudinal research. The worst: the "confounding" of three concurrent influences in each individual's life. Efforts to devise designs that permit unconfounding of the influences.	
Harvest: The Second Dozen Years	230
Findings on physical aging, mental aging, and social adaptation. The two longitudinal studies run side by side, year after year, producing a rich crop of data. Normal aging, it appears, involves less loss of mental and physical powers, and far better social adaptation, than had been believed.	
The Coming of Age of Longitudinal Research	240
Major longitudinal studies and their impact on social thinking and social policies. The emergence of the "life-span perspective" of human development and behavior. Limitations of longitudinal studies.	
Returns	244
Net yield, in publishable research, of the two Duke longitudinal studies of aging. Plans by Duke staffers for other longitudinal studies.	
Chapter 6: Twenty Thousand Volunteers. A massive real-world experiment tests a bold proposal to combat boverty by means of a guaranteed annual income.	
The Bread and Circuses Question	247
Guaranteed annual income is proposed in the 1960s as a way to reform the welfare system. To find out whether it will work, HEW decides to conduct a social experiment in Seattle. Economist Robert Speigelman of SRI International and his colleagues design the experiment.	

xxii CONTENTS

The Concept of the Social Experiment	256
The true social experiment, as contrasted with the "natural experiment" and the "quasi-experiment." Reasons for the emergence of true social experiments in the late 1960s. The growth of social experimentation.	
Hard Start	262
Difficulties in gathering the sample. Recession in Seattle; the experiment is expanded to include Denver; more difficulties in sample-gathering. Questionnaire design and other problems. The experiment begins.	ıe
Sundry Problems of Social Experimentation	270
Sampling difficulties; time horizon and other biases; difficulty choosing the right indicators; conflict between research and field staffs; attrition; ethical problems; unforeseen social changes; the flood of data.	
The Long Haul	277
Year after year, families who get benefits and control families, who do not, file monthly income reports and are interviewed regularly to find out how the program affects them. After five years, analyses show some reassuring results—and some distressing ones.	
The Politics of Social Experimentation	286
Social experimentation is intimately joined to politics, though in some ways the two are incompatible. But the relationship is also symbiotic.	
Results and Second Thoughts	291
The political base for guaranteed annual income disintegrates in 1978, and by 1979 the program is	

dead. But the analysts complete their work,

the program died.

producing a mass of research valuable to the scientific community. The experiment succeeded even though

CONTENTS	xxiii
Notes on Sources	297
Works Cited	309
Acknowledgments	323
Index	325