## Contents

Preface to the Eighth Edition	xv
Acknowledgments	xix
About the Companion Website	xx
Part I Underpinnings of Social Relations Research	1
Chapter 1 Ways of Thinking and Knowing	3
Recognizing Importance of Research Methods and Relevance of Research	3
Perspective	7
The Place of Values in Social Science Research	8
Contestability in Social and Physical Sciences	11
Casual Observation	13
Naïve Hypotheses and Theories of Social Behavior	15
Sources of Support for Naïve Hypotheses Underlying Casual	
Observation	18
Logical Analysis	18
Authority	19
Consensus	20
Observation	20
Past Experience	22
Toward a Science of Social Behavior	22
Summary	26
Chapter 2 Doing Social Science Research	29
The Nature of Social Science Theories and Hypotheses	30
What Makes a Theory Productive?	32
The Functions of Research in Constructing Theories	35
Discovery	35
Demonstration	36

Refutation	37
Replication	37
Criteria for Evaluating Social Science Research	38
Construct Validity	38 39
Internal Validity	39 39
External Validity	39 40
Conclusion Validity	40
Maximizing Construct Validity	41
Maximizing Internal Validity Maximizing External Validity	43
Basic and Applied Research	49
Summary	49
Summary	12
Chapter 3 Ethical Principles	53
The Tuskegee Syphilis Study	53
Why Did Ethical Concerns Arise?	55
The Belmont Report	57
Respect for Persons	57
Beneficence	60
Justice	62
Focus on Ethical Issues in Experimental Research: Deception	64
Using Deception in an Ethical Manner	66
Focus on Ethical Issues in Quasi-Experimental Research: Confidentiality	
and Anonymity	67
Focus on Ethical Issues in Non-Experimental Research: Participant	
Observation	68
Is Not Doing a Study Ethical?	69
The Ethical Review Process	70
Closing Thoughts	75
Summary	76
Chapter 4 Roles and Relations among Researchers, Practitioners,	
and Participants in Engaged Research	81
Roles of Researchers in Work with Practitioners, Policy Makers, and	
Participants in Social Research	84
Action Research Approaches	84 86
Participatory Action Research	87
Community-Based Participatory Research	87
Importance of Work that Engages Practitioners and Is Relevant to Policy	89
Historical Roots of Engaged Research	90
Importance of Collaborative Engaged Research	92
Prior Social Relations Research Affecting Policy and Practice	93
Applied versus Translational Research	94
Practical Suggestions for Developing Relations with Policy Makers,	- 1
Practitioners, and Communities	94
Developing Relationships	95

Being Aware of and Acknowledging Other Ongoing Research and	
Partnership Efforts	96
Organizing Meetings	97
Building Commitment to the Work	98
Dynamics of Power in Relationships with Communities	98
Communication	99
Establishing Timelines for Work and a Work Plan	99
Finding Support for the Research	100
Summary	103
Illustrative Examples	103
Chapter 5 Research in Laboratory Settings	107
When Should the Laboratory Be Used?	109
Universalistic versus Particularistic Research Goals	109
Basic versus Applied Research	110
Examining What Does Happen versus What Would Happen	111
Manipulable versus Nonmanipulable Independent Variables	112
Short versus Long Time Frames	112
Participants' Awareness of the Research	113
Summary	113
Types of Laboratory Study	114
Impact Studies	114
Judgment Studies	114
Observational Studies	115
Summary	115
Artifact and Artificiality	115
The Laboratory and Types of Validity	116
Internal Validity	116
Construct Validity	116
External Validity	118
"Artificiality" of the Laboratory	119
Overcoming Threats to Validity of Laboratory Research	120
Experimenter Expectancy	120
Demand Characteristics	124
Elements of a Laboratory Study	125
Setting	125
Independent Variable	126
Manipulation Checks	130
Dependent Variable	132
Debriefing	134
Summary	136
Chapter 6 Research in Field and Community-Based Settings	139
Levels of Analysis	141
Randomization: Pro and Con	143
Illustrations of Non-Laboratory Research	147

## viii Contents

Experimental Research: The Jigsaw Classroom	147
Non-Experimental Research: Engaging and Persisting in Volunteerism	148
Non-Experimental Research: Impacts of Post-Secondary Education	
on Inmate Recidivism Rates, an Action Research Study	149
Can We Afford Not to Do Applied Research?	151
Illustration: Living Downwind of Nuclear Reactors	151
Conducting Research in Community Settings	154
Cultural Issues	156
Control of Extraneous Factors, Statistical and Otherwise	158
Summary	159
Part II Research Approaches in Social Relations Research	161
Chapter 7 Measurement and Reliability	163
From Abstract Concepts to Concrete Representations	164
Constructs	164
Variables	165
Operational Definitions	165
Operational Definitions Are Necessary but Rarely Sufficient	165
Definitional Operationism	166
Measurement Presupposes a Clearly Defined Construct	167
Developing Questionnaire Items	169
Questions Aimed at Facts	170
Questions Aimed at Beliefs or Attitudes	170
Questions Aimed at Friendship Patterns and Attitudes toward	
Specific Others	172
Questions Aimed at Behavior	172
Question Content: General Issues	173
Question Structure	175
Expressing All Alternatives	175
Avoiding Unwarranted Assumptions	175
Open-Ended versus Closed-Ended Questions	176
Response Options for Closed-Ended Questions	178
Filters and the Assessment of No Opinion	179
Question Sequence	179
Sequence within a Topic Area	180
Item Wording for Sensitive Questions	181
Creating Multiple-Item Scales	182
Issues Concerning Item Construction in Multiple-Item Scales	183
Levels of Measurement	184
Nominal	184
Ordinal	184
Interval	184
Ratio	185

	Contents	ix
Types of Multiple-Item Scales		186
Differential Scales		186
Cumulative Scales		187
Summated Scales Semantic Differential Scales		189
Reliability and Sources of Unreliability		191 192
Test–Retest Reliability		192
Internal Consistency Reliability		195
Inter-Rater Reliability		196
Factors that Affect Reliability		196
Summary		197
Chapter 8 Evaluating the Construct Validity of Measures		201
Using Multiple Methods of Measurement		202
Indirect Methods of Measurement		204
Collateral Reports		204
Observation Physical Macrumon		205
Physiological Measures Other Indirect Methods		207 209
Summary		210
Evaluating Construct Validity		211
Face Validity		212
Content Validity		212
Criterion Validity		213
Convergent Validity Discriminant Validity		214 215
Validity and the Nomological Net		215
The Multitrait–Multimethod Matrix		216
Exploratory and Confirmatory Factor Analyses	;	221
Cultural Issues in Measurement	:	224
Summary	:	225
Chapter 9 Sampling Methods	1	229
Some Basic Definitions and Concepts	;	231
Nonprobability Sampling		234
Haphazard Samples		234
Quota Samples		234
Purposive Samples Snowball Samples		235 236
Concluding Thoughts about Nonprobability Sampling		230
Probability Sampling		237
Simple Random Samples		238
Selecting a Random Sample		239
Obtaining and Using Random Numbers	2	239

- x Contents Principles Underlying the Use of Probability Sampling 241 243 Common Errors in Random Sampling Stratified Random Sampling 244 Cluster Sampling 247 249 Sampling Error Random Digit Dial (RDD) Telephone Sampling 250 Sampling Elements Other Than People 251 Summary 253 Chapter 10 Randomized Experiments 257 Controlling and Manipulating Variables 258 Random Assignment 261 Independent Variables that Vary Within and Between Participants 263 Threats to Internal Validity 264 Selection 265 Maturation 265 History 266 Instrumentation 267 Mortality 267 Selection by Maturation 268 Illustrating Threats to Internal Validity with a Research Example 269 Selection 270 Selection by Maturation 270 Maturation 271 History 271 Instrumentation 271 Mortality 272 Construct Validity of Independent Variables in a Randomized Experiment 272 Alternative Experimental Designs 274 Design 1: Randomized Two-Group Design 274 Design 2: Pretest-Posttest Two-Group Design 275 Design 3: Solomon Four-Group Design 276 Design 4: Between-Participants Factorial Design 277 Repeated Measures Designs 282 Analyzing Data from Experimental Designs 284 Strengths and Weaknesses of Randomized Experiments 284 **Experimental Artifacts** 285 External Validity 285 The Problem of College Sophomores in the Laboratory 286 The Failure of Experiments to Provide Useful Descriptive Data 287 Summary 288 Chapter 11 Quasi-Experimental and Other Nonrandomized Designs 291
- Examples of Nonrandomized Designs293Survey Study293Quasi-Experimental Intervention Study295

	Contents	xi
Conditions for Causality		297
Illustrative Nonrandomized Designs		300
Static-Group Comparison Design		300
Pretest-Posttest Nonequivalent Control Group Design		302
One-Group Pretest–Posttest Design		304
Interrupted Time-Series Design		305
Replicated Interrupted Time-Series Design		309
Single Case/Single Subject Designs		310
Regression Effects: Challenges of Matching in Quasi-Experimentation		312
Regression Discontinuity Analysis		317
Propensity Score Matching Summary		318 320
Summary		520
Chapter 12 Non-Experimental Research		323
Types of Non-Experimental Research		325
Causal Thinking and Correlational Data		326
Analyzing Non-Experimental Quantitative Data		328
Longitudinal Panel Designs		329
Naturalness in Research		330
Benefits and Costs of Naturalness		332
When Might We Not Need Natural Settings?		333
Observational Research		335
Unobtrusive Measures Involving Physical Traces		335 338
Systematic Observation Relatively Unstructured Methods: Ethological Approaches		339
Structured Methods: Checklists or Coding Schemes		341
Steps in Conducting an Observation		345
Archival Research		349
Statistical Records		351
Characteristics of Archival Research		354
Research Survey Archives		355
Verbal Records		356
Public and Private Documents		356
Mass Communications/Social Media		356
Issues in Archival Research		359
Summary		360
Chapter 13 Qualitative Research		365
Narrative Analysis		366
Research Example of Narrative Analysis		367
Analyzing and Reporting Narrative Data		368
Focus Groups		371
How Focus Groups Are Structured and Conducted		371
Case Study of the Strategic Use of Focus Groups		375
What Focus Groups Can and Cannot Do Oral History		376 378
Oral History		570

xii Contents	
Participant Observation	382
Field Notes	384
Analyzing Field Notes	385
Generalization	386
Ethical Concerns	387
Summary	388
Chapter 14 Survey Research	391
Major Components of Survey Research and Sources of Error	393
Major Survey Research Designs	394
Modes of Data Collection	396
Questionnaires	396
Face-to-Face Interviews	400
Telephone Interviews	402
Asking Sensitive Questions	405
Summary	408
Chapter 15 Evaluation Research	413
Background	414
Defining Program Evaluation	415
Program Evaluation and Accountability	415
Steps in an Evaluation	417
Summative and Formative Evaluations	418
Detailed Description of Stages in Conducting a Program Evaluation	419
Developing a Conceptual Model	420
Developing Evaluation Questions	421
Developing an Evaluation Design	422
Collecting Data	422
Analyzing Data	423
Providing Information to Interested Audiences	423
A Quasi-Experimental Program Evaluation: Compensatory Education	424
The Politics of Applied and Evaluation Research	427
Results with Immediate Impact	427
Vested Interests and Competing Criteria	428
Technical Decisions with Ideological Consequences	429
Clients' and Other Stakeholders' Participation in Evaluations	430
Summary	432
Appendix: Criteria for Effective Evaluations	434
Chapter 16 Mixed Methods Approaches: Learning from	
Complementary Methods	437
Overview	437
When to Use Mixed Methods	438
Triangulation	441

	Contents	xiii
Brief Background of Mixed Methods Approaches		443
Types of Mixed Methods Approaches		443
Framing Perspectives for Mixed Methods		444
Decisions in Selecting the Type of Mixed Methods Design		444
Major Types of Mixed Methods Designs		445
Convergent Parallel Design		445
Explanatory Sequential Design		446
Exploratory Sequential Design		446
Embedded Design		446
Transformative Design		447
Multiphase Design		448
Wrapping Up		448
Summary		449
Part III Analysis and Writing		453
are manufold and writing		125
Chapter 17 Critically Reviewing Research Reports and Literatures		455
Reviewing Individual Research Studies		456
Step One: Read the Abstract		457
Step Two: Read the Introduction		457
Step Three: Read the Method Section with a Fine-Tooth Comb		457
A. Participants		457
B. Measures or Apparatus		458
C. Procedures		459
Step Four: Evaluate the Results		460
Step Five: Take the Discussion Section with More than a Grain of Sa	alt	460
Reviewing Bodies of Research on a Single Topic		461
Searching the Literature		461
Other Ways of Locating Articles		463
Reviewing the Literature: "Traditionally" and Meta-Analytically		465
Understanding the Concept of Effect Size: The Foundation of		
Meta-Analysis		468
Coding Studies for a Meta-Analysis		470
Coding Other Features of Studies		473
Basic Meta-Analytic Tests: Combining and Comparing Studies		474
Writing and Reading Meta-Analyses		479
Summary		482
Chapter 18 Writing the Research Report		485
Preface		486
Some Preliminary Considerations		487
Which Report Should You Write?		487
Arguments for Position Number Two		488
Arguments for Position Number One		489

## xiv Contents

The "Hourglass" Shape of the Report	490
Introduction	491
What Is the Problem Being Investigated?	491
The Literature Review	493
Your Study	494
Method	494
What to Include	494
Ethical Issues	497
Results	497
Setting the Stage	497
Presenting the Findings	498
Discussion	501
Summary or Abstract	503
References	503
Appendix	503
Some Suggestions on Procedure and Style	504
Accuracy and Clarity	504
Work from an Outline	504
Write Simply. Use Examples. Use Friends as Reviewers	504
Omit Needless Words	505
Avoid Metacomments on the Writing	506
Use Repetition and Parallel Construction	506
Be Compulsive. Be Willing to Restructure	507
Person and Voice	507
Tense	508
Avoid Language Bias	508
A. Research Participants	508
B. Sex and Gender	508
C. Racial and Ethnic Identity	510
D. Sexual Orientation and Identification	510
E. Disabilities	510
Summary	511
References	513
Index	535