

## TABLE OF CONTENTS

	<u>Page</u>
ACKNOWLEDGEMENTS	
CHAPTER 1 - IDEA DEVELOPMENT . . . . .	1
Introduction . . . . .	3
The Research Chain . . . . .	6
How to Best Utilize This Book . . . . .	6
Developing Research Topics . . . . .	7
Summary . . . . .	10
Keywords . . . . .	10
References and Suggested Readings . . . . .	11
Checklist I . . . . .	12
CHAPTER 2 - LITERATURE REVIEWS AND SEARCHES . . . . .	15
Introduction . . . . .	17
The Purpose of a Literature Review . . . . .	17
Universe List . . . . .	17
Searching Computerized Databases . . . . .	36
Reference Search Warnings . . . . .	41
Other Sources and Search Methods . . . . .	44
How Many References? . . . . .	44
The Literature Review Database System . . . . .	44
Summary . . . . .	45
Keywords . . . . .	45
References and Suggested Readings . . . . .	48
Checklist II . . . . .	49
CHAPTER 3 - QUALITATIVE AND QUANTITATIVE RESEARCH . . . . .	53
Introduction . . . . .	55
Qualitative Research . . . . .	55
Quantitative Research . . . . .	55
A Practical Example . . . . .	56
The Qualitative-Quantitative Dichotomy . . . . .	57
Research Questions and Hypotheses . . . . .	57
Hypotheses Types . . . . .	60
Null Hypotheses . . . . .	60
Research Hypotheses . . . . .	61
Alternative (or alternate) Hypotheses . . . . .	61
Directionality of Research Hypotheses . . . . .	62
Developing Null and Research Hypotheses . . . . .	66

	<u>Page</u>
Rejecting or Accepting the Null .....	66
The "Double-Whammy" Syndrome and Directional Research Hypotheses .....	66
Summary .....	67
Keywords .....	67
References and Suggested Readings .....	68
Checklist III .....	70
<b>CHAPTER 4 - UNDERSTANDING RESEARCH DESIGNS .....</b>	<b>73</b>
Introduction .....	75
Qualitative-Descriptive .....	75
Qualitative-Experimental .....	75
Quantitative-Descriptive .....	75
Quantitative-Experimental .....	76
Experimental Design .....	78
True Experimental Design - a Practical Example .....	79
The Experimental Research Design Diagram .....	79
Internal and External Sources of Invalidity in Experimental Designs .....	81
Developing and Evaluating your Research Design .....	83
Summary .....	88
Keywords .....	88
References and Suggested Readings .....	89
Checklist IV .....	91
<b>CHAPTER 5 - INSTRUMENTATION .....</b>	<b>93</b>
Introduction .....	95
Validity, Reliability and a Clock .....	95
Validity .....	97
Reliability .....	104
Item Analysis .....	109
Selecting a Published Instrument .....	114
Developing an Original Instrument .....	119
Special Hazards in Instrumentation and Testing .....	126
Pilot Testing .....	127
Summary .....	133
Keywords .....	134
References and Suggested Readings .....	135
Checklist V .....	138

<b>CHAPTER 6 - SAMPLING TECHNIQUES AND DATA</b>	
COLLECTION METHODS .....	141
Introduction .....	143
Definitions .....	143
Common Sampling Methods .....	144
Selecting the Optimal Sampling Method .....	147
Data Collection Methods for Human Subject Studies .....	153
Selecting the Optimal Human Subject Data Collection Method .....	156
Sample Size Determination .....	156
Summary .....	161
Keywords .....	161
References and Suggested Readings .....	162
Checklist VI .....	164
 <b>CHAPTER 7 - STATISTICAL ANALYSIS</b> .....	 167
Introduction .....	169
Continuous or Categorical Data .....	169
Measurement Scales .....	172
Descriptive Statistics .....	174
Inferential Statistics .....	179
Independent and Dependent Variables .....	179
Parametric Statistical Tests .....	180
Non-Parametric Statistical Tests .....	181
Selecting the Proper Statistical Method .....	181
Common Parametric Statistical Techniques .....	185
t-Test .....	185
ANOVA .....	185
Pearson Correlation .....	186
Multiple Linear Regression (MLR) .....	187
Discriminant Analysis .....	187
Factor Analysis .....	188
Common Non-Parametric Statistical Techniques .....	189
Chi-Square .....	189
Spearman's rho .....	189
Contingency Coefficient .....	190
Null Hypotheses, Statistical Significance and Alpha Levels .....	190
Lying with Statistics .....	194
Summary .....	194
Keywords .....	194
References and Suggested Readings .....	196
Checklist VII .....	199

	<u>Page</u>
CHAPTER 8 - PRACTICAL COMPUTER USE .....	201
Introduction .....	203
Micro or Mainframe Computer Data Input .....	203
Data Dictionary .....	210
Statistical Analysis Operations .....	218
Test Scoring Packages .....	222
Analyzing Computer Print-Outs .....	222
Summary .....	225
Keywords .....	225
References and Suggested Readings .....	226
Checklist VIII .....	227
 CHAPTER 9 - WRITING THE FINAL REPORT .....	 229
Introduction .....	231
The Suggested Research Report Outline .....	231
Front Matter .....	232
Major Headings .....	233
Reference Matter .....	237
Writing Style - APA or Turabian? .....	250
Graphic Techniques .....	250
Critical Guidelines in Research Writing .....	261
Summary .....	262
Keywords .....	262
References and Suggested Readings .....	263
Checklist IX .....	265
 CHAPTER 10 - THE FINAL REPORT PRESENTATION .....	 267
Introduction .....	269
Before the Final Presentation .....	269
During the Final Presentation .....	270
Summary .....	270
References and Suggested Readings .....	271
 INDEX .....	 281
 ABOUT THE AUTHOR .....	 289