

Contents

Preface v

About the Author xiii

- 1** Anthropology and the Social Sciences 1
- 2** The Foundations of Social Research 23
- 3** Preparing for Research 54
- 4** Research Design: Experiments and Experimental Thinking 83
- 5** Sampling I: The Basics 114
- 6** Sampling II: Theory 131
- 7** Sampling III: Nonprobability Samples and Choosing Informants 145
- 8** Interviewing I: Unstructured and Semistructured 163
- 9** Interviewing II: Questionnaires 195
- 10** Interviewing III: Relational Data: Cultural Domains and Networks 233
- 11** Scales and Scaling 254
- 12** Participant Observation 272
- 13** Field Notes and Database Management 308
- 14** Direct and Indirect Observation 323
- 15** Introduction to Qualitative and Quantitative Analysis 354
- 16** Cognitive Anthropology I: Analyzing Relational Data, Cultural Domains, and Networks 362
- 17** Cognitive Anthropology II: Decision Modeling, Taxonomies, and Componential Analysis 416
- 18** Text Analysis I: Interpretive Analysis, Narrative Analysis, Performance Analysis, and Conversation Analysis 437
- 19** Text Analysis II: Schema Analysis, Grounded Theory, Content Analysis, and Analytic Induction 459
- 20** Univariate Analysis 491
- 21** Bivariate Analysis: Testing Relations 527
- 22** Multivariate Analysis 570

iv Contents

Appendix A: Table of Areas under a Normal Curve	598
Appendix B: Student's <i>t</i> Distribution	601
Appendix C: Chi-Square Distribution Table	602
Appendix D: <i>F</i> Table for the .05 Level of Significance	604
Appendix E: Resources for Fieldworkers	606
References	611
Author Index	687
Subject Index	694