

# Contents

<i>Preface</i>	xi
<b>I. INTRODUCTION</b>	<b>1</b>
<b>1 What is Social Science Research?</b>	<b>3</b>
The Scientific Method	5
Violations in the Scientific Method	8
How 'Scientific' are the Social Sciences?	8
Further Reading	12
<b>2 Research Ethics</b>	<b>15</b>
What Research is Permissible?	16
Intellectual Theft	20
Research Fraud	23
Peer Review	24
Research Transparency	26
Further Reading	27
<b>3 Identifying a Research Question</b>	<b>31</b>
What Constitutes a Good Research Topic?	32
From Topic to Question to Puzzle	35
Making a Contribution	38
Finding Inspiration	40
Further Reading	42
<b>4 Conducting a Literature Review</b>	<b>45</b>
Identifying the Literature	46
Locating the Literature	48
Structuring the Literature Review	49
How to Discuss the Literature	52
Formatting References	54
Further Reading	55

<b>II. ARGUMENTATION</b>	<b>59</b>
<b>5 Building Effective Concepts</b>	<b>61</b>
Why Concepts Matter	62
Characteristics of Good Concepts	62
Building Effective Concepts	68
Concept Stretching	72
Further Reading	74
<b>6 Making Strong Arguments</b>	<b>77</b>
Deductive and Inductive Reasoning	78
Types of Conditions	80
Relationship Directions	83
Interaction Effects	87
Two-way Causality	89
Problems in Causal Arguments	90
Further Reading	94
<b>III. METHOD AND CASE SELECTION</b>	<b>97</b>
<b>7 Method Selection</b>	<b>99</b>
Which Methodological Approach is Best?	100
The Importance of Method Selection	106
Which Methodological Approach to Choose?	107
Further Reading	109
<b>8 Mixed Methods Research</b>	<b>111</b>
Design	112
Concatenation	114
Gap-filling	114
Triangulation	116
Interpretation	117
Further Reading	118
<b>9 Case Selection</b>	<b>119</b>
How Many Cases to Study?	120
Case Selection Methods	124
Case Recruitment	129
Sample Retention	132
Further Reading	133

<b>IV. QUALITATIVE METHODS AND ANALYSIS</b>	<b>135</b>
<b>10 Interviews</b>	<b>137</b>
Interview Types	138
How to Use Interviews	139
The Interview Process	144
Interview Guides	146
Analyzing Interview Data	149
Further Reading	152
<b>11 Focus Groups</b>	<b>155</b>
How to Use Focus Groups	156
When to Use Focus Groups	158
Conducting Focus Groups	161
Analyzing Focus Group Data	165
Further Reading	166
<b>12 Participant Observation</b>	<b>169</b>
Features of Participant Observation	170
Types of Participant Observation	173
The Utility of Participant Observation	175
Conducting Participant Observation	178
Analyzing Participant Observation Data	181
Further Reading	183
<b>13 Process Tracing</b>	<b>185</b>
Process Tracing Techniques	186
Standards for the Evaluation of Evidence	189
Process Tracing in Practice	190
Limitations of Process Tracing	195
Further Reading	197
<b>14 Comparative Case Method</b>	<b>199</b>
Method of Difference	200
Method of Agreement	203
Nested Case Designs	206
Qualitative Comparative Analysis (QCA)	207
Further Reading	212

<b>V. QUANTITATIVE METHODS AND ANALYSIS</b>	<b>215</b>
<b>15 Quantitative Measures</b>	<b>217</b>
Types of Measures	218
Measurement Quality	221
Further Reading	228
<b>16 Quantitative Data</b>	<b>231</b>
Data Types and Sources	232
Data Quality Standards	235
Data Quality Evaluation Techniques	239
Data Distributions	242
Further Reading	245
<b>17 Content Analysis</b>	<b>247</b>
Source Materials	248
Measures and Applications	251
Techniques and Tools	258
The How-tos of Different Techniques	259
Further Reading	259
<b>18 Surveys</b>	<b>263</b>
Types of Surveys	264
The Utility of Surveys	265
Survey Questionnaire Design	268
Survey Administration	277
Analyzing Survey Results	277
Further Reading	280
<b>19 Experiments</b>	<b>283</b>
Types of Experiments	284
Evaluating Experiment Quality	290
Analyzing the Results of Experiments	296
Further Reading	297
<b>20 Observational Studies</b>	<b>301</b>
The Strengths of Observational Studies	302
Causal Inference	307
Natural Experiments	309
Estimation Techniques for Causal Inference	311
Further Reading	314

<b>VI. CONCLUSION</b>	<b>317</b>
<b>21 Social Scientific Writing</b>	<b>319</b>
Front Matter	320
Body	323
Back Matter	331
Further Reading	332
<i>Glossary</i>	333
<i>Notes</i>	341
<i>References</i>	347
<i>Index</i>	359