

Preface v

Part 1 Measurement and Conceptualization

- 1 **THE MEASUREMENT PROBLEM: A GAP BETWEEN THE LANGUAGES OF THEORY AND RESEARCH**
Hubert M. Blalock, Jr. 5
 - 1.1 *The Operationalism Controversy* 7
 - 1.2 *Theory, Measurement, and Replication* 13
 - 1.3 *Measurement and Causal Representations* 19
 - 1.4 *General versus Auxiliary Theories* 23

- 2 **A CAUSAL APPROACH TO THE STUDY OF MEASUREMENT ERROR** *Paul M. Siegel and Robert W. Hodge* 28
 - 2.1 *Analysis of Univariate Statistics* 29
 - 2.2 *Analysis of Bivariate Statistics When True Scores Are Known* 36
 - 2.3 *Analysis of Bivariate Statistics When True Scores Are Unknown* 46
 - 2.4 *Random Errors in the Three-variable Case* 51
 - 2.5 *Points of Departure for Further Investigations of Causal Representations of Imperfect Data* 53

- 3 **ATTITUDE MEASUREMENT** *Harry S. Upshaw* 60
 - 3.1 *The Nature of Measurement* 61
 - 3.2 *Cognitive, Behavioral, and Affective Attitude Variables* 69
 - 3.3 *Attitude-scale Construction* 73
 - 3.4 *Direct Ordinal-scale Construction* 74
 - 3.5 *Direct Interval-scale Construction: The Category Scale* 76
 - 3.6 *Direct Ratio-scale Construction* 78
 - 3.7 *The Law of Comparative Judgment* 80
 - 3.8 *The Law of Categorical Judgment* 85
 - 3.9 *The Thurstone Scale* 90
 - 3.10 *The Likert Scale* 94
 - 3.11 *The Semantic Differential* 97
 - 3.12 *The Guttman Scalogram Model* 98
 - 3.13 *Conclusion* 106

4 CONCEPTUALIZATION AND MEASUREMENT IN THE STUDY OF SOCIAL STRATIFICATION

Elton F. Jackson and Richard F. Curtis 112

- 4.1 *A Conceptual Orientation to Social Stratification* 114
- 4.2 *The Measurement of Rank and Social Status* 117
- 4.3 *The Measurement of Status Inconsistency and Vertical Mobility* 134
- 4.4 *Summary* 144

Part 2 Design and Analysis in Comparative Research

5 THEORY BUILDING AND CAUSAL INFERENCES

Hubert M. Blalock, Jr. 155

- 5.1 *What Kind of Theory?* 155
- 5.2 *The Construction of Causal Models* 161
- 5.3 *Testing for Spurious Relationships* 174
- 5.4 *Nonadditive Models and Interaction* 178
- 5.5 *Evaluating Relative Importance of Variables* 186
- 5.6 *Laws Versus Generalizations to Populations* 192
- 5.7 *Concluding Remarks* 196

6 A NEW LOOK AT CORRELATION ANALYSIS

Raymond Boudon 199

- 6.1 *Dependence Coefficients, Regression Coefficients, and the Identification Problem* 202
- 6.2 *Are Dependence Coefficients Always Identifiable?* 204
- 6.3 *Interpretation of Dependence Coefficients* 206
- 6.4 *Illustrations* 209
- 6.5 *Problems of Estimation* 213
- 6.6 *Dependence Analysis in the Case of Dichotomous Variables* 216
- 6.7 *The Effect of Correlation between Independent Variables on a Dependence Analysis* 220
- 6.8 *Dependence Analysis in the Case of Nonadditivity* 221
- 6.9 *Applications of Dependence Analysis to Panel Data* 227
- 6.10 *Conclusion* 233
- Appendix: Proof of the Theorem* 233

7 SOME THOUGHTS ON COMPARATIVE METHOD IN CULTURAL ANTHROPOLOGY

Raoul Naroll 236

- 7.1 *Idiographic and Nomothetic Studies* 237
- 7.2 *Leading Methods in Cross-cultural Studies* 239
- 7.3 *Causal Analysis of Correlations* 244
- 7.4 *Societal Unit Definition* 248
- 7.5 *Sampling Bias* 253
- 7.6 *Galton's Problem* 258
- 7.7 *Data Quality Control* 262
- 7.8 *Categorization* 267
- 7.9 *Conclusion* 273

8 SAMPLING THEORY AND PROCEDURES

Bernard Lazerwitz 278

- 8.1 *Simple Random Sampling 279*
- 8.2 *Sample Size Determination 285*
- 8.3 *Nonsampling Errors 287*
- 8.4 *Stratified Simple Random Sampling 288*
- 8.5 *Systematic Selection 295*
- 8.6 *Cluster Sampling 298*
- 8.7 *Sampling with Probability Proportional to a Measure of Size 308*
- 8.8 *The Sampling Equation 310*
- 8.9 *A Simplified Model for the Sampling Errors of Cluster Samples 311*
- 8.10 *Specific Sample Design Techniques 313*
- 8.11 *Concluding Remarks 326*

Part 3 Experimental Designs and the Analysis of Change Data

9 ORTHODOX EXPERIMENTAL DESIGNS

John Ross and Perry Smith 333

- 9.1 *Types of Variables 336*
- 9.2 *Unobtrusive Measurements and Treatments 340*
- 9.3 *Pitfalls 344*
- 9.4 *Generalizability 348*
- 9.5 *Simple Designs 352*
- 9.6 *Classic Designs 373*
- 9.7 *Conclusion 385*

10 HYPOTHESIS VALIDITY AND EXPERIMENTAL LABORATORY METHODS *James A. Wiggins 390*

- 10.1 *Experimenter Variation 396*
- 10.2 *Subject Variation 403*
- 10.3 *Manipulation Variation 412*
- 10.4 *Measurement Variation 417*
- 10.5 *Concluding Remarks 422*

11 THE MATHEMATICAL STUDY OF CHANGE

James S. Coleman 428

- 11.1 *Change in Quantitative Variables 433*
- 11.2 *Change in Qualitative States 459*
- 11.3 *Conclusion 475*

NAME INDEX 479

SUBJECT INDEX 487