

Contents

Preface	vii
1. Anthropology and the Social Sciences	1
2. The Foundations of Social Research	28
3. Preparing for Research	69
4. The Literature Search	96
5. Research Design: Experiments and Experimental Thinking	109
6. Sampling	146
7. Sampling Theory	169
8. Nonprobability Sampling and Choosing Informants	186
9. Interviewing: Unstructured and Semistructured	210
10. Structured Interviewing I: Questionnaires	251
11. Structured Interviewing II: Cultural Domain Analysis	299
12. Scales and Scaling	318
13. Participant Observation	342
14. Field Notes: How to Take Them, Code Them, Manage Them	387
15. Direct and Indirect Observation	413
16. Introduction to Qualitative and Quantitative Analysis	451
17. Qualitative Data Analysis I: Text Analysis	463
18. Qualitative Data Analysis II: Models and Matrices	522

19. Univariate Analysis	549
20. Bivariate Analysis: Testing Relations	594
21. Multivariate Analysis	649
Appendix A: Table of Random Numbers	697
Appendix B: Table of Areas under a Normal Curve	700
Appendix C: Student's <i>t</i> Distribution	703
Appendix D: Chi-Square Distribution Table	704
Appendix E: <i>F</i> Tables for the .05 and .01 Levels of Significance	706
Appendix F: Resources for Fieldworkers	710
References	711
Subject Index	771
Author Index	791
About the Author	803