

Contents

Preface.....	xii
Purposexi
Outline of Chapters	xii
Chapter 1: Introduction	1
1.1: Social Research.....	1
Introduction	1
Purpose of Research	2
Research Traditions	3
New Trends in Research.....	7
1.2: Research Ethics	10
Importance of Ethical Research.....	10
Characteristics of Ethical Research.....	10
Institutional Review Boards	13
1.3: Chapter 1 Review	16
Chapter 2: Qualitative Research.....	21
2.1: Basic Concepts.....	21
Introduction	21
Sampling.....	23
Qualitative Designs.....	26
Central Questions	29
2.2: Research Tools	31
Data Collection.....	31
Data Analysis	33

Reporting the Findings	35
2.3: Threats to Validity	37
Introduction	37
Researcher Bias	37
Descriptive Validity	38
Interpretive Validity	38
Theoretical Validity	39
Internal Validity	40
External Validity	40
2.4: Chapter 2 Review	42
Chapter 3: Quantitative Research.....	47
3.1: Basic Concepts.....	47
Introduction	47
Constructs	48
Sampling.....	49
Measurement.....	53
Scales of Measurement	59
Measurement Validity.....	62
Normal Distribution	64
Normal Curve Transformations.....	66
Item and Test Analysis	69
Statistical Abbreviations and Symbols	71
3.2: Quantitative Research Designs	76
Introduction	76
Non-Experimental Designs	77
Experimental Designs.....	85
Quantitative Research Report	97

3.3: Threats to Validity	105
Overview	105
Internal Validity	105
External Validity	114
3.4: Chapter 3 Review	121
Chapter 4: Evaluation Research.....	129
4.1: Basic Concepts	129
Overview	129
Evaluation Types.....	131
Evaluation Strategies	133
Evaluation Framework.....	136
Evaliability Assessment	140
4.2: Chapter 4 Review	148
Chapter 5: Descriptive Statistics.....	153
5.1: Introduction	153
Overview	153
Data with Missing Values	155
Data Preparation.....	155
5.2: Measures of Central Tendency	157
Mean	157
5% Trimmed Mean.....	158
Median	158
Mode	159
Summary	160
5.3: Measures of Dispersion	161
Standard Deviation.....	161
Variance	162

Standard Error of the Mean	163
Skewness	163
Kurtosis	164
Range	165
Interquartile Range	166
Outliers.....	167
Summary	168
5.4: Measures of Relative Position.....	169
Percentiles	169
Deciles	169
Quartiles.....	169
Summary	170
5.5: Graphs and Charts	171
Line Chart	171
Bar Chart	172
Histogram.....	172
Boxplot.....	174
Stem-and-Leaf Plot.....	175
Scatterplot.....	176
Q-Q Plot.....	177
Detrended Q-Q Plot	180
P-P Plot.....	181
5.6: Chapter 5 Review	182
Chapter 6: Inferential Statistics	187
6.1: Basic Concepts	187
Introduction	187
Estimation.....	191

Hypothesis Testing	195
Effect Size.....	204
Steps in Inferential Statistics.....	209
6.2: Evaluating Test Assumptions	211
Introduction	211
Independence of Observations.....	211
Measurement Without Error.....	212
Normality.....	213
Multivariate Normality	214
Linearity	218
Homogeneity of Variance.....	219
Homoscedasticity.....	220
Sphericity	220
Homogeneity of Regressions.....	221
Multicollinearity	222
Dealing with Deviations	224
6.3: Test Decision Tree	228
6.4: Chapter 6 Review	233
Chapter 7: Goodness of Fit Tests	239
7.1: Introduction	239
7.2: Nonparametric Tests	241
Chi-Square (χ^2) Goodness of Fit Test	241
Binomial Test	243
One-Sample Kolmogorov-Smirnov Test.....	245
One-Sample Shapiro-Wilk W Test	247
Wald-Wolfowitz Runs Test for Randomness	248
7.3: Parametric Tests	251

One-Sample t-Test.....	251
7.4: Chapter 7 Review	254
Chapter 8: Difference Tests	257
8.1: Introduction	257
Overview.....	257
Multivariate Tests	259
Factorial Designs	260
Post Hoc Multiple Comparison Tests	264
Contrasts	266
Controlling Type I Error	267
8.2: Nonparametric Tests	270
McNemar Test.....	270
Related Samples Sign Test.....	272
Wilcoxon Signed Ranks Test	274
Cochran's Q Test	276
Mann-Whitney U Test	279
Median Test	281
Kruskal-Wallis H Test	284
Friedman Test	286
8.3: Parametric Tests	289
Levene's Test of Equality of Variances	289
Independent t-Test	290
Dependent t-Test.....	293
Between Subjects Analysis of Variance	296
Within Subjects Analysis of Variance	304
Multivariate Analysis of Variance	310
Analysis of Covariance	317

8.4: Chapter 8 Review	324
Chapter 9: Correlation and Prediction Tests	331
9.1: Introduction	331
Overview	331
Correlation	333
Reliability	338
Regression	344
9.2: Nonparametric Tests	348
Pearson Chi-Square (χ^2) Contingency Table Analysis	348
Relative Risk	350
Phi (Φ) and Cramér's V	354
Lambda (λ)	356
Contingency Coefficient	358
Eta (η) Correlation Coefficient	359
Spearman Rank Order Correlation Test	361
Gamma (γ)	363
Somers' d	365
Kendall's Tau-b (τ_b) and Tau-c (τ_c)	366
Intraclass Correlation Coefficient	368
Binomial Logistic Regression	371
Cohen's Kappa (κ)	378
9.3: Parametric Tests	382
Pearson Product-Moment Correlation Test	382
Internal Consistency Reliability Analysis	384
Point-Biserial Correlation (r_{pb})	389
Partial Correlation	391
Bivariate Regression	393

Multiple Regression and Correlation.....	400
Discriminant Analysis	410
Principal Components and Factor Analysis	419
Canonical Correlation Analysis	432
Two-Step Cluster Analysis	443
9.4: Chapter 9 Review	447
Glossary	453
References.....	519
About the Authors	531
Index	533