

# index

- academic article 28–36, 49, 232–237; *see also* literature reviews
- accidental sampling 125–126; *see* nonprobability sampling
- aggregated data 20, 37, 51, 179, 222
- alpha level 150, 151, 156; *see also* significance level
- analysis of variance (ANOVA) 185, 196–199; calculation of 198; factors for 213; interactive effect 213; two-way 213
- anonymity 38, 73, 101; *see also* confidentiality
- antecedent variable 207–210; *see also* elaboration
- archival research 19
- attitudes 77, 78; measurement of 78–87
- audiences 231; academic journal 232; conference 237; employer 240; funding agency (grant) 241; general public 232; professor 238
- behaviors 77; measurement of 87–90
- Belmont Report 42; *see also* ethics
- beta coefficients (or weights) 215–216, 218–221; *see also* regression
- bias: confirmation 4, 5–6, 8; ethics 197; everyday 4, 8; in questions 3–5, 72, 84; response 83, 89–90; sampling 5, 108
- bibliographies *see* references
- Big Data 20–21, 38
- bivariate analysis 161–180, 207
- Boolean logic 31
- branching 93–94, 97, 100, 102; *see also* contingency questions; filter questions
- cause and effect 7, 12–14, 162, 205, 209, 212, 230
- central limit theorem 119, 129, 153–157
- central tendency measures 141; *see also* mean; median; mode; standard deviation
- charts *see* graphs
- chi-square 166–170, 171, 174, 207; calculation of 168–170
- closed-ended items 74, 79, 80, 86, 103; *see also* open-ended items
- cluster (or multistage) sampling *see* probability sampling
- coding 19, 22, 58, 59, 67, 79, 103–106; and codebooks 104; missing answers 106; precoding 96, 98; recoding 91, 138
- coefficient of determination 179
- concepts 46–48, 49, 53–55, 60–62, 64, 77; *see also* constructs; variables
- concurrent validity *see* validity
- confidence interval 156–157, 192–193
- confidentiality 38–39, 41, 101, 130; *see also* anonymity
- confirmation bias *see* bias
- constants 48, 162, 214, 215, 221
- constructs 55, 64–65
- construct validity *see* validity
- content analysis 19, 22, 35, 46, 67, 79, 105, 234
- content validity *see* validity
- contingency questions 80, 93–95, 97, 100, 102; *see also* branching; filter questions
- contingency tables *see* crosstabs
- continuous variables 57, 59, 60, 138, 143
- control groups *see* experiments
- control variables 205–212; antecedent 209–210; intervening 210, 211; specification 209–210, 211; spurious 13–14, 207–209, 210; suppressing 210–211
- convenience sampling *see* nonprobability sampling
- correlation 12, 13, 230; *versus* causation 12–14, 230; coefficients 170–171, 178–179; inverse (or negative) 51, 170, 179, 220; multiple 213–214; partial 211–212; positive 170; *see also* Pearson r; reliability
- criterion validity *see* validity
- cross-sectional samples 128–129
- crosstabs (or cross-tabulations) 163–165, 207; marginals 165; rows and columns 163
- databases 20, 21, 31–32, 234
- degrees of freedom 147, 166, 169–170
- demographics 10, 73, 77, 96; measurement of 90–92

- dependent variable 49–50, 162, 180;  
*see also* variables
- descriptive research 10
- descriptive statistics 136–158
- dichotomous variable 31, 58, 60, 216
- discrete variables 57, 58, 145, 163
- double-barreled items 84
- double-blind 232–233
- dummy variable 56, 58, 216; *see also* dichotomous variable
- ecological fallacy 179
- elaboration 205, 210, 212; *see also* control variables
- empirical 3, 7–8, 243
- equal-appearing intervals 57, 92, 145, 216;  
*see also* Likert scale
- eta statistic 180
- ethics 20, 38–42, 101, 108, 157, 230–231; and questionnaire design 107–108
- evaluation research 11, 18, 240
- everyday thinking 2–7
- exclusive and exhaustive questions 88–89, 91, 92
- experiments 17–18
- explanatory research 10–11, 230
- exploratory research 10
- face validity *see* validity
- field methods *see* qualitative methods
- filter questions 80, 106; *see also* contingency questions
- focus groups 10, 17, 75, 102
- forced choice 89
- frequency tables 136–138; *see also* crosstabs; percentages
- F-test (F-value) *see* analysis of variance
- gamma statistic 174–175
- generalization 4, 6, 40, 73, 117, 125, 157, 228
- graphs 139–141; bar graph 138, 139; frequency polygon (line) 138, 140; histogram 138, 140, 142; pie chart 138, 139; scatterplots 177–178; *see also* normal curve
- Guttman scales *see* scales
- hypothesis 48–52, 152–153, 227–228; inverse (or negative) 51; null 51–52; one-directional (or one-tailed) 49, 50, 149; positive 51; two-directional (or two-tailed) 51, 53, 150;  
*see also* significance level
- Independent variable 49–50; *see also* variables
- Indexes *see* scales
- Indicators *see* operationalization
- inferential statistics 51, 156, 157
- informed consent 39, 41; *see also* ethics
- institutional review board (IRB) 38, 40
- intensity measures 60, 80–82, 88; *see also* Likert scale
- inter-item reliability *see* reliability
- Internet research 41, 126; ethics 40–41; questionnaires 40, 73–74, 99–102; search engines 30–31
- interquartile range 142, 144
- inter-rater reliability *see* reliability
- intersubjectivity 9
- interval measures 59–60, 86, 88, 91, 103; and statistics 142, 143, 144–145, 146, 177–180, 187, 216; *see also* ratio measures
- intervening variable 210, 211;  
*see also* elaboration
- interviews 16–17, 75–76, 96;  
*see also* questionnaires
- kurtosis 138
- lambda statistic 172–174
- leading questions 84–85, 87
- levels of measurement 55–60, 91
- Levene’s test *see* t-tests
- Likert scale 60, 61, 80–82; *see also* scales
- linear regression *see* regression
- literature reviews 28–29, 32–36, 229, 234, 239
- loaded questions 84–85, 87, 107; *see also* leading questions
- longitudinal samples 128–129; cohort 128–129; panel 128–129; trend 128–129
- marginals *see* crosstabs
- margin of error 114–115, 117, 129;  
*see also* sampling
- matrix format 82
- mean 88, 91, 141–142, 144–147;  
*see also* analysis of variance; standard deviation; t-tests, z-scores
- median 141–142, 144, 145–146, 231
- meta-analysis 20–21
- methods types of 15–22; compared 16–17
- missing answers 101, 106
- mixed-methods research 15, 243
- mode 142–143, 172
- multicollinearity 220; *see also* regression
- multiple correlation (R) 213–214;  
*see also* Pearson r; regression
- multiple regression *see* regression
- multistage (or cluster) sampling *see* probability sampling
- multivariate analysis 51, 204–222

- needs assessment research 10
- nominal measures 56, 57–58, 60; and statistics 136, 138, 143, 162–165, 166, 171–174
- nonprobability sampling 117, 125–128; convenience (or accidental) 125–126; purposive (or judgmental) 126–127; quota 127; snowball 127–128; *see also* sampling
- normal curve 138, 141, 143, 148–149, 151; skew 138, 141; *see also* central limit theorem; z-scores
- null hypothesis *see* hypothesis
- objectivity 9; *see also* intersubjectivity
- online surveys 73, 74, 93, 99–102; *see also* internet research
- open-ended items 19, 67, 75, 79, 91, 105; *see also* closed-ended items
- operationalization 48, 49, 53–56, 62, 77; *see also* levels of measurement; questionnaires; reliability; validity
- opinions *see* attitudes
- ordinal measures 56–57, 58–59, 60, 85, 88, 91, 92; and statistics 136, 138, 144, 162–167
- parallel form reliability *see* reliability
- parameters 116–117, 154, 156; *versus* statistics 117, 156
- parsimony 11
- partialling 207, 210, 211–212; zero-order 207; *see also* control variables; elaboration
- participant observations 17, 243; *see also* qualitative methods
- Pearson r (product-moment correlation) 178–180, 211–212; *see also* multiple correlation; regression
- percentages 136–137, 163–164; valid 136; *see also* margin of error
- percentiles 142, 144, 148–149
- pilot test (or pretest) 101, 102–103
- plagiarism 35
- polls 107, 114, 115; and margin of error 114, 115; and sampling 121–122
- positivism 243
- PRE *see* proportional reduction in error
- predicting 11–12; *see also* regression
- predictive validity *see* validity
- presentation of results *see* audiences
- probability 149–152; *see also* sampling; significance level
- probability sampling 117–124; multistage (cluster) 124–125; random 120–121; stratified random 122–123; systematic random 123–124; *see also* sampling
- probe 75
- proportional reduction in error (PRE) 172, 173, 174, 175, 176, 178, 180, 214
- pseudoscience 6–7
- purposes of research 9–12, 180
- purposive sampling *see* nonprobability sampling
- push poll 107, 109
- p-value *see* significance level
- qualitative methods 17, 18–19, 22
- quantitative methods 16, 21–22, 41
- questionnaires 71–108; advantages and disadvantages 16; computer-assisted 74, 93, 99–102; distributing 130–131; format of 78, 82, 92–95, 99, 100; instructions 93, 97–98, 100, 102; interviews 16, 22, 75–76, 93, 96; order of items 96, 107–108; response rate 73, 98, 130–131; self-administered 22, 72–74; telephone surveys 16, 76, 121–122; wording of 82–83, 85; *see also* attitudes; behaviors; demographics; pilot-test
- quota sampling *see* nonprobability sampling
- random digit dialing 121–122
- random numbers 121, 124
- random sampling *see* probability sampling
- range 138, 142; *see also* interquartile range
- ranking 85; *versus* rating 86
- ratio measures 59–60; statistics for 144–146, 177–180; *see also* interval measures
- reasoning: deductive *versus* inductive 36–37, 222
- recoding *see* coding
- references: format of 32–33, 233, 236–237
- regression 214–222; and beta coefficients 215–216, 219; line 215, 221; and multicollinearity 220; and slope 215; stepwise 215, 216–221; and unstandardized b weights 215, 216
- reliability 62–63, 65–67; inter-item 61, 66–67; inter-rater 67; parallel form 63, 66–67, 96; split-half 63, 67; test-retest 63, 66; *see also* validity
- replication 8, 28, 33, 207, 211
- research design 8, 14, 17, 22, 240
- residual 180
- response bias 83, 89–90; and social desirability 90
- sample size 119, 129–131, 154, 156; *see also* central limit theorem
- sampling 5, 40, 106, 114–131; error 117, 129, 149, 154, 156; frame 117, 121, 123; response rate 73, 130–131; *see also* central limit theorem; cross-sectional samples; longitudinal samples; nonprobability sampling; probability sampling

- scales 60–62; Guttman 61; and indexes 62;  
*see also* levels of measurement; Likert scale  
 scatterplots 177–178
- scientific thinking 7–9; purposes of 9–12
- secondary sources 28–29
- selective: perception, attention, retention,  
 recollection 6, 8, 87
- serendipity 30
- significance level (alpha) 67, 150–151, 152, 155,  
 171, 172, 191
- skewness 136, 141, 143, 144, 231
- snowball sampling *see* nonprobability sampling
- social desirability *see* response bias
- social network analysis (SNA) 121
- Somers' d statistic 175–176
- Spearman's rho statistic 176–177
- specification 209–210, 211; *see also* elaboration
- split-half reliability *see* reliability
- spreadsheet 105, 163; cells 163;  
*see also* crosstabs
- spurious relationship 13–14, 207–209, 210;  
*see also* elaboration
- standard deviation 142, 146–147, 148–149;  
 calculation of 147
- standard error *see* sampling
- standard error of the differences between means  
 187, 188; *see also* standard deviation
- standard error of the mean 154; *see also* standard  
 deviation
- statistical analysis decision tree 247
- stepwise regression *see* regression
- stratified random sampling *see* probability  
 sampling
- subjectivity 9
- suppressor variable 210–211, 212;  
*see also* elaboration
- symmetric relationships 165, 172, 174, 175,  
 178; *versus* asymmetric 172
- systematic methods 8
- systematic sampling *see* probability sampling
- tau statistic: Goodman and Kruskal 171, 172;  
 Kendall's 175
- telephone surveys 16, 76, 121–122;  
*see also* questionnaires; random digit dialing
- test-retest reliability *see* reliability
- theory 36–37, 215
- thesis (or dissertation) 238–239;  
*see also* audiences
- triangulation 15, 243
- t-tests 186–195; calculation of 188; independent  
 samples 189–191; one-sample 195; paired  
 samples 193–194
- type I and type II errors 152–153
- units of analysis 46, 105, 116, 121, 126;  
*see also* sampling
- univariate data 136–141; and statistics 141–147
- validity 62–65; concurrent 65; construct 64–65;  
 content 64; criterion 65; face 64; predictive  
 65; *see also* reliability
- values (of a variable) 48, 53, 161; *see also* levels  
 of measurement; questionnaires
- variables 47–55, 60, 134; *see also* concepts;  
 control variables; levels of measurement;  
 values
- variance 147, 188; *see also* analysis of variance;  
 standard deviation
- writing reports *see* audiences
- x- and y-axis 138, 177
- z-scores 148–151, 156, 178–179; calculation of  
 148–149; *see also* normal curve