

SS430 – Methods of Cultural Analysis
Midterm Examination – Study Guide

Alternatives to social science research

Varieties of Social Research

Steps in the Research Process:

Select a topic

Focus the question

Design a study

Collect data

Analyze the data

Interpret the data

Inform others

Use and Audience of Research

Basic Research

Applied research

Evaluation research

Action Research

Social Impact Assessment

Needs assessment

Cost-benefits assessment

Exploratory research

Descriptive research

Explanatory research

Time-series research

The panel study

A cohort study

Data collection techniques:

Experimental research

Survey research

Field research

Historical comparative

Positivist social science

Mechanical model of man

Interpretative Social Science

Voluntarism

Critical Social Science:

Dialectical processes

The Literature Review

Literature Meta-Analysis

Research Question

Independent Variable

Dependent Variable

Control Variable

Hypothesis

Qualitative Measurement

Quantitative Measurement

Reliability and Validity

Face validity

Content validity

Criterion Validity

Construct Validity

Continuous and discrete variables

Four Levels of Measurements

Nominal level measurement

Ordinal level measurement

Interval level measurement

Ration level measurement

