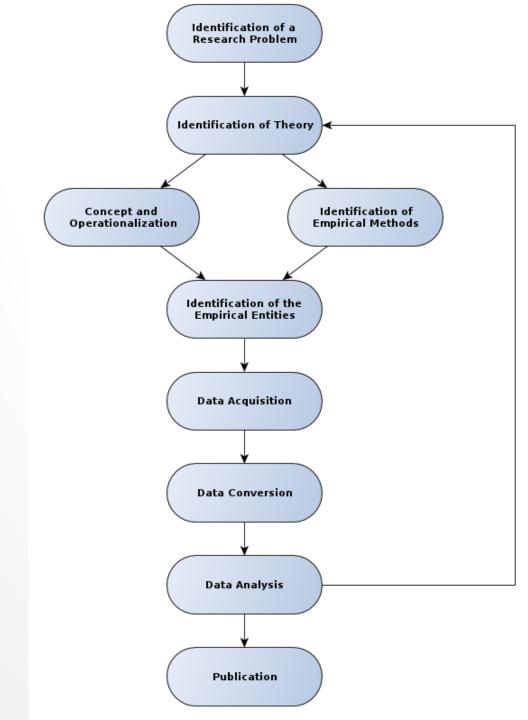


Forschungspraktikum I und II Dr. Christian Czymara Research process

## AGENDA

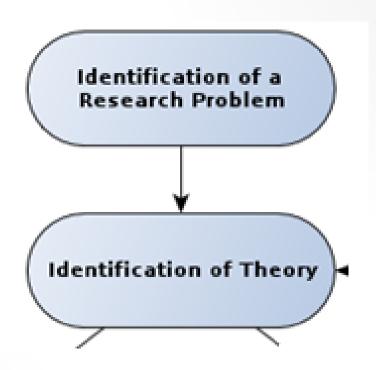
- How to do quantitative research
- The role of theory
- Tutorial: Introduction of European Social Survey
- Descriptive results and data vizualization

# DOING EMPIRICAL-QUANTITATIVE SOCIAL SCIENCES



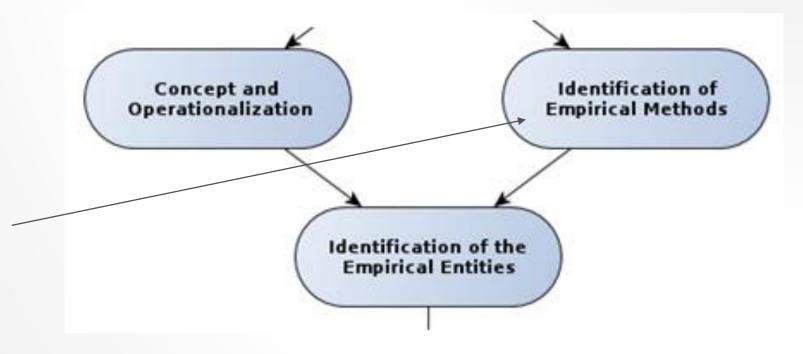
http://www.sosciso.de/en/forschungsprozess/

- (Partly) covered
- Example studies from four topics
- From one of these or any other – you develop your own research question



http://www.sosciso.de/en/forschungsprozess/

- Translate theory into something testable
- (Partly) covered
- Hierarical Linear Model (HLM)



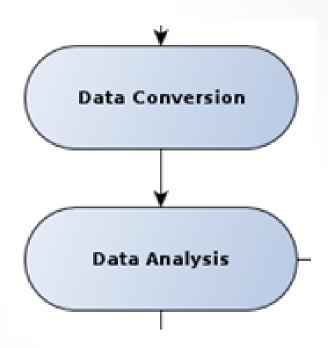
http://www.sosciso.de/en/forschungs
prozess/

- Collecting data can be the most time consuming part of the whole research project
- Not covered
- Secondary data (e. g., European Social Survey)
- Other sources of comparative data source are fine as well



http://www.sosciso.de/en/forschungs prozess/

- Covered
- We will discuss the code together
- Adapt this code for your research question
- And correctly interpret the output



http://www.sosciso.de/en/forschungs
prozess/

## THEORY

## WHAT IS THEORY (HERE)?

- Reality is infinitely complex
- We are interested in a certain part of reality
- Reduce complexity to those parts which are relevant for our research question
- Dilemma: Realistic but complicated vs. simplified but artificial
- →Middle-range theories (Robert K. Merton)

## WHAT IS THEORY?

• "A social theory is a set of two or more propositions in which concepts referring to certain social phenomena are assumed to be causally related" (Bohrnstedt & Knoke, 1982: 3)

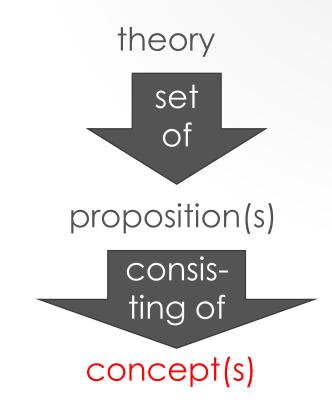
"A connection between two concepts or variables, of either a covariational or causal nature" (ibid.)

"A statement about the relationship between abstract concepts" (ibid.)

"Person, object, relationship or event which is the referent of a social theory" (ibid.)

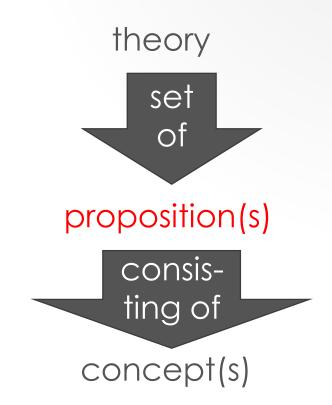
## CONCEPTS

- Basic elements of theory
- Have to be defined clearly and unambiguously
- The definition of a concepts also defines how to measure it (operationalization)
- Can be located at different levels
  - Macro-level: For example: countries
  - Meso-level: For example: states, counties, neighborhoods
  - Micro-level: individual characteristics



## **PROPOSITION**

- Propositions are statements about relationships between the concepts of the theory
- Usually, we want causal relationships



## EXAMPLE

- Following examples from Czymara & Dochow (2018): Mass Media and Concerns about Immigration in Germany in the 21st Century: Individual-Level Evidence over 15 Years. European Sociological Review 34 (4): pages 381-401
- Available at: <a href="https://doi.org/10.1093/esr/jcy019">https://doi.org/10.1093/esr/jcy019</a>

## EXAMPLE: PROPOSITION AND CONCEPTS

- "We expect that higher levels of media attention on immigration issues (media salience) increase the accessibility of related information in people's minds and consequently raises individual concerns about these issues" (384)
- Propositions are statements about relationships between the concepts of the theory
- Has to be empirically testable

## EXAMPLE: PROPOSITION AND CONCEPTS

- "We expect that higher levels of media attention on immigration issues (media salience) increase the accessibility of related information in people's minds and consequently raises individual concerns about these issues" (384)
- Propositions are statements about relationships between the concepts of the theory

media attention

X

concerns



### **EXAMPLE: CONCEPTS**

- "Media attention on immigration raises concerns about this issue"
- But how do you measure media attention?
  - What kind of media? TV, print, online, ...?
  - Mainstream media only?
  - Moreover, is tone important?
  - Or a focus on certain subissues only?
  - Or mere quantity sufficient?
  - etc...
- And what are concerns?
  - Worries?
  - Individual attention on the issue?
  - Xenophobia?
  - •

## **EXAMPLE: RELATIONSHIPS**

- Propositions are statements about relationships between the concepts of the theory
- "Media attention on immigration raises concerns about this issue"

media attention

X

concerns



## **EXAMPLE: RELATIONSHIPS**

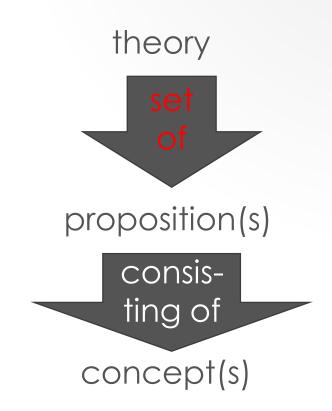
- Propositions are statements about relationships between the concepts of the theory
- "Media attention on immigration raises concerns about this issue"



Probabilistic (more → more) not deterministic (if → then)

## RELATING PROPOSITIONS

- Theories consist of various propositions
- Different propositions are also related
- In that sense, theory is a complex of propositions allowing logical conclusions or predictions

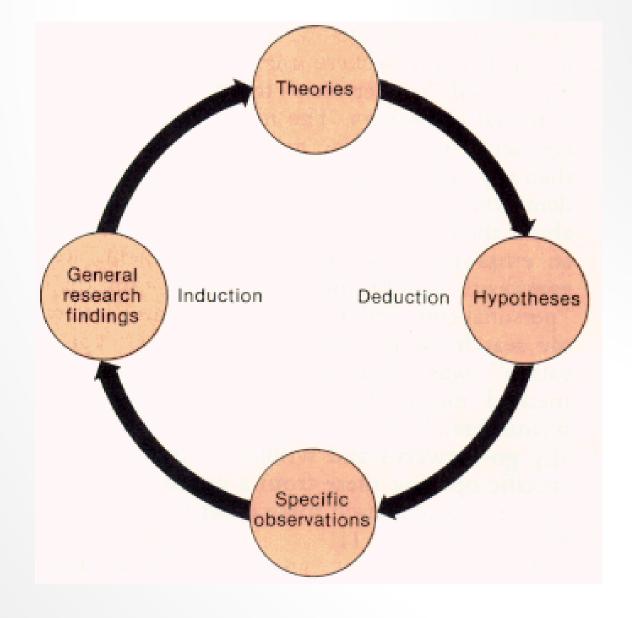


## EXAMPLE

- Proposition 1: "Media attention on immigration raises concerns about this issue"
- Proposition 2: "Voters are more open for information that is in line with their existing beliefs because they aim to uphold their long-term values" (384)
- Deduction (=proposition 3): "The negative effect of media salience [...] is weaker (stronger) for natives who identify with more liberal (conservative) parties" (ibid.)
- Not a factual statement, but a deduction from propositions 1 and 2

## HYPOTHESES

## RESEARCH CYCLE



Persell, Caroline Hodges. 1990. "Doing Social Research." Pp. 26-36 in Understanding Society: An Introduction to Sociology. 3rd ed. New York, NY: Harper & Row, Publishers, Inc.

http://www.asanet.org/sites/default/files/savvy/introtosociology/Documents/Persell%20Methods%20Reading11.htm

## **EXAMPLE: HYPOTHESES**

- A hypothesis logically follows from the propositions of a theory
- Hypotheses are about precise and measurable constructs
- Example:
  - "Media attention on immigration raises concerns about this issue"
  - →Hypothesis 1: High visibility of immigration issues in the media triggers individual concerns. (Salience-Hypothesis)" (384)

## **OPERATIONALIZATION**

- Hypotheses tell us what we want to test
- But how do we actually test that?
- Operationalization is the way you measure your constructs
- Constructs → variables (varying characteristics)

# EXAMPLE: OPERATIONALIZATION OF MEDIA ATTENTION

• "We combine the GSOEP with data from a quantitative content analysis of German newspapers and news magazines [...] We scanned the content of all newspaper articles in our period of investigation with a search string based on a keyword list of immigration-related terms [...] For our final media salience measure, we ran an exploratory factor analysis with four count variables indicating the number of articles in each of the four outlets in the past 21 days with the single days as units of analysis and extracted the factor values" (385, emphasize added)

# EXAMPLE: OPERATIONALIZATION OF CONCERNS

• "Respondents are asked to rate how much they are concerned about certain topics in each year, including immigration to Germany on a three-point scale. [...] This item is likely to capture a combination of two things: a negative evaluation of immigration and individual salience of immigration issue [...] we understand threat perceptions to be the theoretical mechanism relating media salience and individual concerns" (384 f.)

## TESTING HYPOTHESES

## EMPIRICAL TESTING

- Research can not confirm hypotheses (only refute or fail to refute)
- Propositions are never definitely true (critical rationalism)
- Accumulated evidence that fails to refute hypotheses indicates that the proposition is correct
- Science as a evolutionary process

## EXAMPLE: ACCUMULATED EVIDENCE

- Prior research: "In sum, prior research suggests that the role of mass media remains rather ambivalent and contextdependent. [...] We thus aim to advance the state of research on mass media effects on individual perceptions and attitudes by employing a more nuanced design than previous studies with similar scope" (383)
- Future research: "As manual coding with such a large number of articles is impossible, the rapidly growing field of text as data in the information sciences should be of great help [...] adding such information to our approach could lead to further insights and, thus, deepen the understanding of the relationship between mass media and public opinion formation" (395)

# (SOME) PROBLEMS OF QUANTITATIVE SOCIAL RESEARCH

# PROBLEMS OF QUANTITATIVE SOCIAL RESEARCH

- Most, if not all, social phenomena are highly abstract
- Sometimes several ways to derive hypotheses from the same proposition
- Most variables are not directly observable but latent (attitudes, ideology, social positions, political systems ...)
- Issues of measurement and validity (especially when measured in different social contexts and languages)
- In the example: Does the count variable of articles really measure the media environment people are exposed to?

# PROBLEMS OF QUANTITATIVE SOCIAL RESEARCH

- Social scientists often can not (and should not) manipulate the explanatory variable of interest
- E. g., can not randomly assign individuals to different levels of media salience (or income, or education, ...)
- Complicates identification of causal effects
- A good design helps (e. g., natural experiments)
- Example:
  - Media salience for each person depends on the interview day
  - Is timing of interviews random?

## ON REFUTING HYPOTHESES

- "Media attention on immigration raises concerns about this issue."
- Operationalization:
  - Media salience: Count of newspaper articles in a certain time
  - Being concerned (yes / no)
- What if we would not find the hypothesized relationship?
  - Either it is not statistically significant
  - Or it is statistically significant but small

### **NULL RESULTS**

- Proposition / theory not "true" → improved knowledge
- Variable is not a good measure → technical problem, hypothesis not really refuted → maybe improved methodology
- Hypotheses not properly derived from theory →
  hypothesis refuted but proposition / theory not → not
  very helpful
- Proposition only valid under certain circumstances → modify theory → test again → improved knowledge

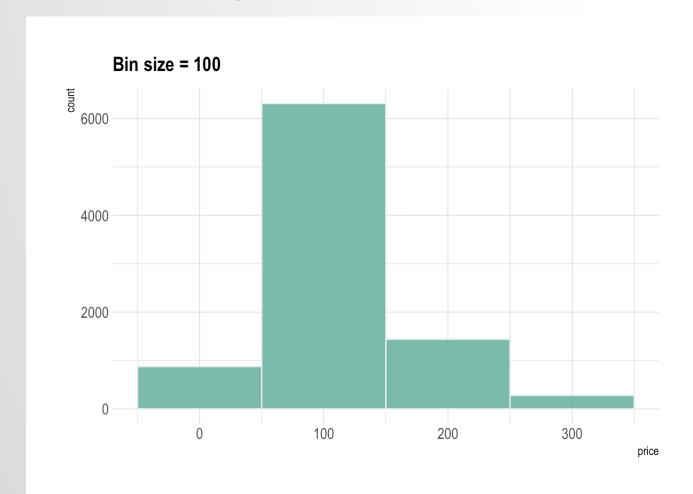
## DATA VIZUALIZATION

## DATA VIZUALIZATION

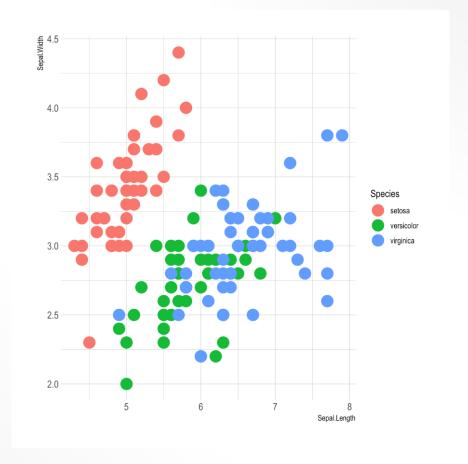
- Categorical variables → analyze frequency of single categories
  - Univariate: Tables no problem, graphs (e. g., bar chart)
  - Bivariate: Cross table, conditional bar chart
- Continuous variables → analyze distribution
  - Univariate: Tables not suited in most cases, graphs (histogram, boxplot)
  - Bivariate: scatter diagram
- Bivariate graphs with one continuous and one categorical variable: conditional box plot, conditional bar chart

## DATA VIZUALIZATION

Categorical:



Continuous:



### GGPLOT2

- Powerful tool for data vizualisation (can plot basically everything)
- Basic logic: ggplot (data, aes (x, y))
- Adding, for example, a scatter plot:
  - ggplot(data, aes(x, y)) + geom point()
- GGPart of the Tidyverse, so can be combined with dplyr etc.
- https://ggplot2.tidyverse.org/

### Data visualization with ggplot2:: CHEAT SHEET

## ggplot2

#### **Basics**

ggplot2 is based on the grammar of graphics, the idea that you can build every graph from the same components: a data set, a coordinate system, and geoms—visual marks that represent data points.



To display values, map variables in the data to visual properties of the geom (aesthetics) like size, color, and x and y locations.



Complete the template below to build a graph.

required ggplot (data = <DATA>) + <GEOM\_FUNCTION> (mapping = aes (<MAPPINGS>) stat = <STAT>, position = <POSITION>) + required. <COORDINATE FUNCTION> sensible <FACET FUNCTION> + defaults supplied <SCALE\_FUNCTION> <THEME FUNCTION>

ggplot(data = mpg, aes(x = cty, y = hwy)) Begins a plot that you finish by adding layers to. Add one geom function per laver.

last\_plot() Returns the last plot.

ggsave("plot.png", width = 5, height = 5) Saves last plot as 5' x 5' file named "plot.png" in working directory. Matches file type to file extension.

Aes Common aesthetic values. color and fill - string ("red", "#RRGGBB")

linetype - integer or string (0 = "blank", 1 = "solid", 2 = "dashed", 3 = "dotted", 4 = "dotdash", 5 = "longdash", 6 = "twodash")

lineend - string ("round", "butt", or "square")

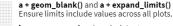
linejoin - string ("round", "mitre", or "bevel")

shape - integer/shape name or 13 14 15 16 17 18 19 20 21 22 23 24 25

Use a geom function to represent data points, use the geom's aesthetic properties to represent variables. Each function returns a layer.

#### **GRAPHICAL PRIMITIVES**

a <- ggplot(economics, aes(date, unemploy)) b <- ggplot(seals, aes(x = long, y = lat))



**b + geom\_curve(**aes(yend = lat + 1, xend = long + 1), curvature = 1) - x, xend, y, yend, alpha, angle, color, curvature, linetype, size

a + geom\_path(lineend = "butt", linejoin = "round", linemitre = 1) x, v, alpha, color, group, linetype, size

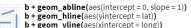
a + geom\_polygon(aes(alpha = 50)) - x, y, alpha, color, fill, group, subgroup, linetype, size

**b** + geom\_rect(aes(xmin = long, ymin = lat, xmax = long + 1, ymax = lat + 1)) - xmax, xmin, ymax, ymin, alpha, color, fill, linetype, size

a + geom\_ribbon(aes(ymin = unemploy - 900, ymax = unemploy + 900)) - x, ymax, ymin, alpha, color, fill, group, linetype, size

#### LINE SEGMENTS

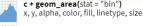
common aesthetics: x, v, alpha, color, linetype, size



**b + geom\_segment(**aes(yend = lat + 1, xend = long + 1)) b + geom\_spoke(aes(angle = 1:1155, radius = 1))

#### ONE VARIABLE continuous

c <- ggplot(mpg, aes(hwy)); c2 <- ggplot(mpg)



c + geom\_density(kernel = "gaussian") x, y, alpha, color, fill, group, linetype, size, weight

c + geom\_dotplot() x, y, alpha, color, fill

c + geom\_freqpoly()

x, y, alpha, color, group, linetype, size

c + geom\_histogram(binwidth = 5) x, y, alpha, color, fill, linetype, size, weight

c2 + geom\_qq(aes(sample = hwy)) x, y, alpha, color, fill, linetype, size, weight

#### discrete

d <- ggplot(mpg, aes(fl))



#### TWO VARIABLES both continuous

e <- ggplot(mpg, aes(cty, hwy))



e + geom\_label(aes(label = cty), nudge\_x = 1, nudge\_y = 1) - x, y, label, alpha, angle, color, family, fontface, hjust, lineheight, size, vjust

e + geom point()

x, y, alpha, color, fill, shape, size, stroke



x, y, alpha, color, group, linetype, size, weight



e + geom\_smooth(method = lm) x, y, alpha, color, fill, group, linetype, size, weight



#### one discrete, one continuous

f <- ggplot(mpg, aes(class, hwy))



f + geom col() x, y, alpha, color, fill, group, linetype, size



x, y, lower, middle, upper, ymax, ymin, alpha. color, fill, group, linetype, shape, size, weight



f + geom\_dotplot(binaxis = "y", stackdir = "center") x, y, alpha, color, fill, group



f + geom\_violin(scale = "area") x, y, alpha, color, fill, group, linetype, size, weight

#### both discrete

g <- ggplot(diamonds, aes(cut, color))



g + geom\_count() x, y, alpha, color, fill, shape, size, stroke



e + geom\_jitter(height = 2, width = 2) x, y, alpha, color, fill, shape, size

#### continuous bivariate distribution

h <- ggplot(diamonds, aes(carat, price))



h + geom bin2d(binwidth = c(0.25, 500))x, y, alpha, color, fill, linetype, size, weight



h + geom\_density\_2d() x, y, alpha, color, group, linetype, size



h + geom\_hex() x, y, alpha, color, fill, size



i <- ggplot(economics, aes(date, unemploy))



x, y, alpha, color, fill, linetype, size



i + geom\_line() x, y, alpha, color, group, linetype, size



i + geom linerange()

#### visualizing error

df <- data.frame(grp = c("A", "B"), fit = 4:5, se = 1:2) j <- ggplot(df, aes(grp, fit, ymin = fit - se, ymax = fit + se))



j + geom\_crossbar(fatten = 2) - x, y, ymax, ymin, alpha, color, fill, group, linetype, size



j + geom\_errorbar() - x, ymax, ymin, alpha, color, group, linetype, size, width Also geom errorbarh().



x, ymin, ymax, alpha, color, group, linetype, size



j + geom\_pointrange() - x, y, ymin, ymax, alpha, color, fill, group, linetype, shape, size

data <- data.frame(murder = USArrests\$Murder, state = tolower(rownames(USArrests))) map <- map\_data("state")

k <- ggplot(data, aes(fill = murder))



k + geom\_map(aes(map\_id = state), map = map) + expand\_limits(x = map\$long, y = map\$lat) map id, alpha, color, fill, linetype, size

seals\$z <- with(seals, sqrt(delta\_long^2 + delta\_lat^2)); l <- ggplot(seals, aes(long, lat))



l + geom\_contour(aes(z = z)) x, y, z, alpha, color, group, linetype, size, weight



l + geom\_contour\_filled(aes(fill = z)) x, y, alpha, color, fill, group, linetype, size, subgroup

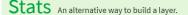


+ geom\_raster(aes(fill = z), hjust = 0.5, vjust = 0.5, interpolate = FALSE) k, y, alpha, fill



l + geom\_tile(aes(fill = z)) x, y, alpha, color, fill, linetype, size, width





A stat builds new variables to plot (e.g., count, prop).



Visualize a stat by changing the default stat of a geom function, geom bar(stat="count") or by using a stat function, stat\_count(geom="bar"), which calls a default geom to make a layer (equivalent to a geom function). Use ..name.. syntax to map stat variables to aesthetics.



#### geom to use stat function geommappings

i + stat\_density\_2d(aes(fill = ..level..), geom = "polygon")

variable created by stat

- c + stat bin(binwidth = 1, boundary = 10) x, y | ...count.., ..ncount.., ..density.., ..ndensity..
- c + stat\_count(width = 1) x, y | ...count.., ..prop..
- c + stat\_density(adjust = 1, kernel = "gaussian") x, y | ...count..., ..density..., ...scaled...
- e + stat\_bin\_2d(bins = 30, drop = T) x, y, fill ...count.., ..density...
- e + stat\_bin\_hex(bins = 30) x, y, fill | ..count.., ..density..
- e + stat\_density\_2d(contour = TRUE, n = 100) x, y, color, size | ..level..
- e + stat\_ellipse(level = 0.95, segments = 51, type = "t")

l + stat\_contour(aes(z = z)) x, y, z, order | ..level..

l + stat summary hex(aes(z = z), bins = 30, fun = max) x, y, z, fill | ..value..

l + stat summary 2d(aes(z = z), bins = 30, fun = mean)x, y, z, fill | ..value..

f + stat boxplot(coef = 1.5)

x, y | ..lower.., ..middle.., ..upper.., ..width.. , ..ymin.., ..ymax..

f + stat\_ydensity(kernel = "gaussian", scale = "area") x, y ..density.., ..scaled.., ..count.., ..n.., ..violinwidth.., ..width

- e + stat\_ecdf(n = 40) x, y | ..x.., ..y..
- e + stat quantile(quantiles = c(0.1, 0.9), formula =  $y \sim log(x)$ , method = "rq")  $x, y \mid ...quantile...$
- e + stat smooth(method = "lm", formula = v ~ x, se = T. level = 0.95) x, y | ..se.., ..x.., ..y.., ..ymin.., ..ymax..

ggplot() + xlim(-5, 5) + stat\_function(fun = dnorm, n = 20, geom = "point") x | ..x.., ..y..

ggplot() + stat\_qq(aes(sample = 1:100)) x, y, sample | ...sample..., ..theoretical...

e + stat\_sum() x, y, size | ..n.., ..prop..

e + stat\_summary(fun.data = "mean\_cl\_boot")

h + stat\_summary\_bin(fun = "mean", geom = "bar")

e + stat\_identity()

e + stat unique()

#### Scales Override defaults with scales package.

Scales map data values to the visual values of an aesthetic. To change a mapping, add a new scale.



#### **GENERAL PURPOSE SCALES**

Use with most aesthetics

scale\_\*\_continuous() - Map cont' values to visual ones. scale\_\*\_discrete() - Map discrete values to visual ones. scale\_\*\_binned() - Map continuous values to discrete bins. scale\_\*\_identity() - Use data values as visual ones. scale\_\*\_manual(values = c()) - Map discrete values to manually chosen visual ones

scale\_\*\_date(date\_labels = "%m/%d"),
date\_breaks = "2 weeks") - Treat data values as dates. scale\_\*\_datetime() - Treat data values as date times. Same as scale\_\*\_date(). See ?strptime for label formats.

#### X & Y LOCATION SCALES

Use with x or y aesthetics (x shown here)

scale x log10() - Plot x on log10 scale. scale\_x\_reverse() - Reverse the direction of the x axis. scale\_x\_sqrt() - Plot x on square root scale.

#### COLOR AND FILL SCALES (DISCRETE)



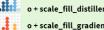
n + scale\_fill\_brewer(palette = "Blues") For palette choices: RColorBrewer::display.brewer.all()

n + scale\_fill\_grey(start = 0.2, end = 0.8, na.value = "red")

#### **COLOR AND FILL SCALES (CONTINUOUS)**



o + scale fill distiller(palette = "Blues")



o + scale\_fill\_gradient(low="red", high="yellow")



o + scale\_fill\_gradientn(colors = topo.colors(6)) Also: rainbow(), heat.colors(), terrain.colors(), cm.colors(), RColorBrewer::brewer.pal()

#### SHAPE AND SIZE SCALES

p <- e + geom point(aes(shape = fl. size = cvl))

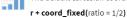


p + scale radius(range = c(1,6)) p + scale\_size\_area(max\_size = 6)

#### **Coordinate Systems**

#### r <- d + geom\_bar()

r + coord\_cartesian(xlim = c(0, 5)) - xlim, ylim The default cartesian coordinate system.



ratio, xlim, ylim - Cartesian coordinates with fixed aspect ratio between x and v units.



ggplot(mpg, aes(y = fl)) + geom\_bar() Flip cartesian coordinates by switching x and y aesthetic mappings.



r + coord\_trans(y = "sqrt") - x, y, xlim, ylim Transformed cartesian coordinates. Set xtrans and ytrans to the name of a window function.



π + coord\_quickmap()  $\pi$  + coord\_map(projection = "ortho", orientation = c(41, -74, 0)) - projection, xlim, ylim Map projections from the mapproj package (mercator (default), azequalarea, lagrange, etc.).

#### **Position Adjustments**

Position adjustments determine how to arrange geoms that would otherwise occupy the same space.

s <- ggplot(mpg, aes(fl, fill = drv))

s + geom\_bar(position = "dodge") Arrange elements side by side. s + geom\_bar(position = "fill")



another, normalize height. e + geom\_point(position = "jitter") Add random noise to X and Y position of



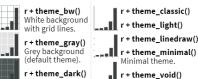
e + geom label(position = "nudge") Nudge labels away from points.



s + geom\_bar(position = "stack") Stack elements on top of one another.

Each position adjustment can be recast as a function with manual width and height arguments: s + geom\_bar(position = position\_dodge(width = 1))

#### Themes



Dark for contrast. --- Empty theme. r + theme() Customize aspects of the theme such as axis, legend, panel, and facet properties.

r + ggtitle("Title") + theme(plot.title.postion = "plot" r + theme(panel.background = element\_rect(fill = "blue"))

### Faceting

Facets divide a plot into subplots based on the values of one or more discrete variables.



t <- ggplot(mpg, aes(cty, hwy)) + geom\_point()

t + facet\_grid(cols = vars(fl))

t + facet\_grid(rows = vars(year)) Facet into rows based on year.

t + facet\_grid(rows = vars(year), cols = vars(fl)) Facet into both rows and columns.

t + facet\_wrap(vars(fl))

Wrap facets into a rectangular layout. Set scales to let axis limits vary across facets.

t + facet\_grid(rows = vars(drv), cols = vars(fl), scales = "free")

x and y axis limits adjust to individual facets: "free\_x" - x axis limits adjust "free\_y" - y axis limits adjust

Set labeller to adjust facet label:

t + facet grid(cols = vars(fl), labeller = label both) fl:c fl:d fl:e fl:p fl:r

t + facet\_grid(rows = vars(fl),

labeller = label\_bquote(alpha ^ .(fl)))  $\alpha^c$   $\alpha^d$   $\alpha^e$   $\alpha^p$   $\alpha^r$ 

### Labels and Legends

Use labs() to label the elements of your plot.

t + labs(x = "New x axis label", y = "New y axis label", title ="Add a title above the plot", subtitle = "Add a subtitle below title" caption = "Add a caption below plot", alt = "Add alt text to the plot". <AES> = "New <AES> legend title")

t + annotate(geom = "text", x = 8, y = 9, label = "A") Places a geom with manually selected aesthetics.

p + guides(x = guide\_axis(n.dodge = 2)) Avoid crowded or overlapping labels with guide\_axis(n.dodge or angle).

n + guides(fill = "none") Set legend type for each aesthetic: colorbar, legend, or none (no legend).

n + theme(legend.position = "bottom") Place legend at "bottom", "top", "left", or "right".

n + scale\_fill\_discrete(name = "Title", labels = c("A", "B", "C", "D", "E"))
Set legend title and labels with a scale function.

#### Zooming



Without clipping (preferred):

 $t + coord_cartesian(xlim = c(0, 100), ylim = c(10, 20))$ With clipping (removes unseen data points):

t + xlim(0, 100) + ylim(10, 20)

t + scale\_x\_continuous(limits = c(0, 100)) +  $scale_y$ \_continuous(limits = c(0, 100))



## LITERATURE

 Bohrnstedt & Knoke (1982): Kapitel 1 in "Statistics for Social Data Analysis". Peacock Publishers