

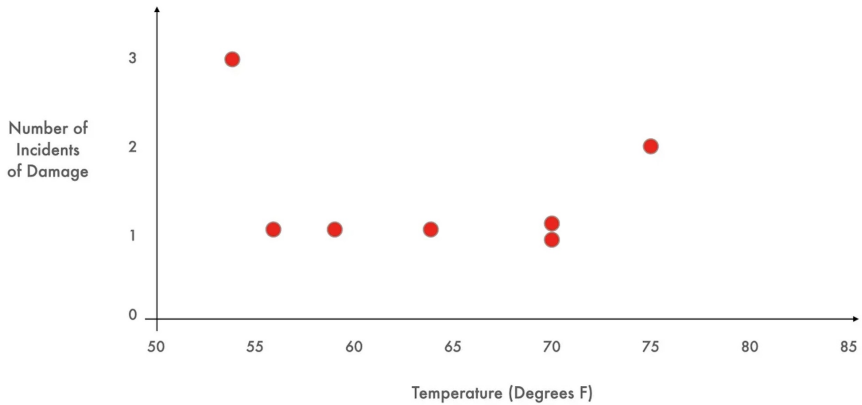
# Introduction to Research Design

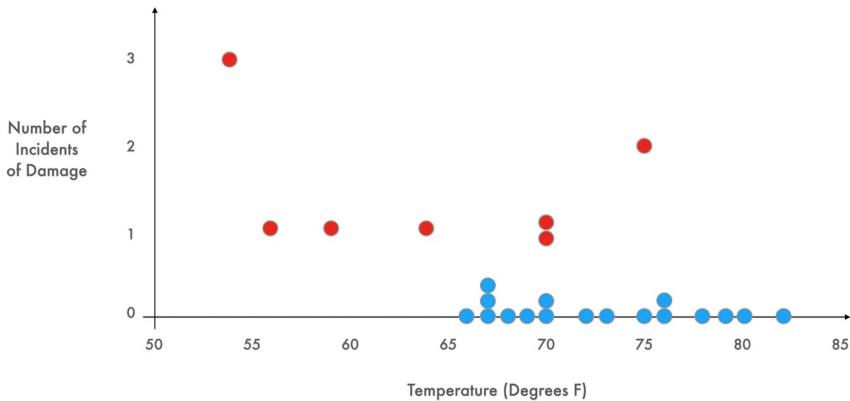
Francisco Villamil

Research Design for Social Sciences  
MA Computational Social Science, UC3M  
Fall 2024

# A real example

- Racing team deciding whether to race or not in the last session
- Car engine has blown out in 7 out of 24 past races
  - Should we risk an explosion and go bankrupt or race?
- A mechanic has a last-minute gut feeling that it might have to do with temperature
- Forecast for race: very cold day





# Space Shuttle *Challenger* disaster

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From Wikipedia, the free encyclopedia

Coordinates:  28°38′24″N 80°16′48″W﻿ / ﻿ 

On January 28, 1986, the [Space Shuttle \*Challenger\*](#) broke apart 73 seconds into its flight, killing all seven crew members aboard. The spacecraft disintegrated 46,000 feet (14 km) above the Atlantic Ocean, off the coast of [Cape Canaveral](#), Florida, at 11:39 a.m. [EST](#) (16:39 [UTC](#)). It was the first fatal accident involving an [American spacecraft](#) while in flight.

The mission, designated [STS-51-L](#), was the tenth flight for the [orbiter](#) and the twenty-fifth flight of the Space Shuttle fleet. The crew was scheduled to deploy a communications satellite and study [Halley's Comet](#) while they were in orbit, in addition to taking school teacher [Christa McAuliffe](#) into space. The latter resulted in a higher than usual media interest and coverage of the mission; the launch and subsequent disaster were seen live in many schools across the United States.

The cause of the disaster was the failure of the primary and secondary redundant [O-ring](#) seals in a joint in the shuttle's right [solid rocket booster](#) (SRB). The record-low temperatures on the morning of the launch had stiffened the rubber O-rings, reducing their ability to seal the joints. Shortly after liftoff, the seals were breached, and hot pressurized gas from within the SRB leaked through the joint and burned through the aft attachment strut connecting it to the [external propellant tank](#) (ET), then into the tank itself. The [collapse](#) of the ET's internal structures and the rotation of the SRB that followed threw the shuttle

## Space Shuttle *Challenger* disaster



*Challenger's* [solid rocket boosters](#) fly uncontrollably after the breakup of the [external tank](#) separated them from the shuttle stack. The remains of the orbiter and tank leave thin white contrails as they fall toward the Atlantic Ocean.

# Introduction

- What is this course about?
- Expectations?

# Introduction

- What is this course about?
- Expectations?
- **What is research? And why do we need to design it?**

# Types of research

- *Theoretical* and *empirical* research
- *Qualitative* and *quantitative* empirical research




# Empirical Research

- Goal: answer a question using empirical evidence
- How? exploiting **empirical variation**
- Research design is essentially knowing where to look at, how to measure it, how to analyze it, how to interpret it, etc – it's about inference

# Empirical research

- Usually includes many things we vaguely associate with “data”
  - Statistical analysis
  - Experiments
  - Simulations, cases without variation?
  - etc
- Idea is learning about **making claims**, or how can we learn from the observable world the right way?
- Two things we should learn:  
how to answer questions & and how to evaluate answers

# Empirical evidence and claims

 **NYT Health**   
@NYTHealth

Want to live longer? Try going to the opera.  
Researchers in Britain have found that people who reported going to a museum or concert even once a year lived longer than those who didn't.

 | Published 2019



**Another Benefit to Going to Museums? You May Live Longer (Published 2019)**  
Researchers in Britain found that people who go to museums, the theater and the opera were less likely to die in the study period than those who didn't.  
[nytimes.com](https://www.nytimes.com)

3:19 PM · Dec 22, 2019 · SocialFlow



REPORT



# Analytic Thinking Promotes Religious Disbelief

WILL M. GERVAIS AND ARA NORENZAYAN [Authors Info & Affiliations](#)

SCIENCE • 27 Apr 2012 • Vol 336, Issue 6080 • pp. 493-496 • DOI: 10.1126/science.1215647



1,735



CHECK ACCESS

## Overthinking Religion?

Many theories of human cognition make a distinction between System I, which tends to be rapid and to rely on heuristics or rules of thumb, and System II, which tends to be more deliberative and analytic. This dual-process framework, within which both processes may operate simultaneously and competitively, has been used to explain a variety of situational influences upon decision-making. **Gervais and Norenzayan** (p. 493) studied the application of a dual-process framework to religious disbelief and found that triggering analytic thinking processes through a variety of experimental manipulations resulted in a tendency for subjects to report lower levels of religious belief.

Overthinking Religion? |

Abstract

Full Text Material

Supplemental Notes

eLetters (0)



We adopted three complementary strategies to test for robustness and generality. First, study 1 tested whether individual differences in the tendency to engage analytic thinking are associated with reduced religious belief. Second, studies 2 to 5 established causation by testing whether various experimental manipulations of analytic processing, induced subtly and implicitly, encourage religious disbelief. These manipulations of analytic processing included visual priming, implicit priming, and cognitive disfluency (18, 19). Third, across studies, we assessed religious belief using diverse measures that focused primarily on belief in and commitment to religiously endorsed supernatural agents. Samples consisted of participants from diverse cultural and religious backgrounds (20).



**Fig. 1.** Sample images of *The Thinker* (left) and *Discobolus* (right) used in study 2. The images shown here are similar to, but not the exact same ones used in the study. [Source: Wikimedia]

ipants only very rarely detected a connection between manipulations and religious belief measures (20).

Study 2 used a visual priming paradigm in which a sample of Canadian undergraduates rated their belief in God (from 0 to 100) after being randomly assigned to view four images (samples provided in Fig. 1) of either artwork depicting a reflective thinking pose (Rodin's

*The Thinker*;  $N = 26$ ) or control artwork matched for surface characteristics like color and posture (*Discobolus* of Myron;  $N = 31$ ). A pilot test with different participants ( $N = 40$ ) revealed that this novel priming procedure significantly improved performance on a syllogistic reasoning task that measures analytic tendencies (20). In the present study, as hypothesized, viewing *The Thinker* significantly promoted religious

# Opinions about claims?

**Table 2.** Summary of experimental methods and findings (studies 2 to 5). *d* reflects effect size estimates (Cohen's *d*).

Study Belief measure (possible range)	Condition: sample stimuli	<i>N</i>	<i>M</i>	<i>SD</i>	<i>t</i>	<i>P</i>	<i>d</i>
<b>2: Art</b>	Control: <i>Discobolus</i>	31	61.55	35.68	2.24	0.03	0.59
Belief in God (0–100)	Analytic: <i>The Thinker</i>	26	41.42	31.47			
<b>3: Implicit</b>	Control: hammer, shoes, jump, retrace, brown	43	12.65	5.29	2.11	0.04	0.44
Supernatural agents (3–21)	Analytic: think, reason, analyze, ponder, rational	50	10.12	6.13			
<b>4: Implicit</b>	Control: hammer, shoes, jump, retrace, brown	75	40.16	16.73	2.20	0.03	0.36
Intrinsic religiosity (10–70)	Analytic: think, reason, analyze, ponder, rational	70	34.39	14.77			
<b>5: Disfluency</b>	Control: <b>sample font</b>	88	12.16	5.99	2.06	0.04	0.31
Supernatural agents (3–21)	Analytic: <i>sample font</i>	91	10.40	5.44			

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*This article is about an issue of scientific methodology. For the reproducibility crisis in humans, see [Male infertility crisis](#).*

The replication crisis is frequently discussed in relation to [psychology](#) and [medicine](#), where considerable efforts have been undertaken to reinvestigate classic results, to determine both their reliability and, if found unreliable, the reasons for the failure.<sup>[3][4]</sup> Data strongly indicate that other [natural](#), and [social sciences](#) are affected as well.<sup>[5]</sup>

Considerations about reproducibility fall into two categories. *Reproducibility* in the narrow sense refers to re-examining and validating the analysis of a given set of data. *Replication* refers to repeating the experiment or study to obtain new, independent data with the goal of reaching the same or similar conclusions.

## Background [\[ edit \]](#)



Ioannidis (2005): "Why Most Published Research Findings Are False" [1]



# Evaluating the replicability of social science experiments in *Nature* and *Science* between 2010 and 2015

Colin F. Camerer<sup>1,16</sup>, Anna Dreber<sup>2,16</sup>, Felix Holzmeister<sup>3,16</sup>, Teck-Hua Ho<sup>4,16</sup>, Jürgen Huber<sup>3,16</sup>, Magnus Johannesson<sup>5,16</sup>, Michael Kirchler<sup>3,5,16</sup>, Gideon Nave<sup>6,16</sup>, Brian A. Nosek<sup>7,8,16\*</sup>, Thomas Pfeiffer<sup>9,16</sup>, Adam Altmejd<sup>10,2</sup>, Nick Buttrick<sup>7,8</sup>, Taizan Chan<sup>10</sup>, Yiling Chen<sup>11</sup>, Eskil Forsell<sup>12</sup>, Anup Gampa<sup>7,8</sup>, Emma Heikensten<sup>2</sup>, Lily Hummer<sup>8</sup>, Taisuke Imai<sup>13</sup>, Siri Isaksson<sup>2</sup>, Dylan Manfredi<sup>6</sup>, Julia Rose<sup>3</sup>, Eric-Jan Wagenmakers<sup>14</sup> and Hang Wu<sup>15</sup>

**Being able to replicate scientific findings is crucial for scientific progress<sup>1-15</sup>. We replicate 21 systematically selected experimental studies in the social sciences published in *Nature* and *Science* between 2010 and 2015<sup>16-36</sup>. The replications follow analysis plans reviewed by the original authors and pre-registered prior to the replications. The replications are high powered, with sample sizes on average about five times higher than in the original studies. We find a significant effect in the same direction as the original study for 13 (62%) studies, and the effect size of the replications is on average about 50% of the original effect size. Replicability varies between 12 (57%) and 14 (67%) studies for complementary replicability indicators. Consistent with these results, the estimated true-**

a significant effect in the same direction as the original studies for 61% of replications<sup>13</sup>. Both the RPP and the EERP had high statistical power to detect the effect sizes observed in the original studies. However, the effect sizes of published studies may be inflated even for true-positive findings owing to publication or reporting biases<sup>40-42</sup>. As a consequence, if replications were well powered to detect effect sizes smaller than those observed in the original studies, replication rates might be higher than those estimated in the RPP and the EERP.

We provide evidence about the replicability of experimental studies in the social sciences published in the two most prestigious general science journals, *Nature* and *Science* (the Social Sciences Replication Project (SSRP)). Articles published in these

Europe

# Violent storm kills six on Corsica as island raises new alert

By **Marc Angrand** and **Benoit Van Overstraeten**

August 18, 2022 8:34 PM GMT+2 · Updated a year ago



Aa



PARIS, Aug 18 (Reuters) - A violent and unexpected storm battered the French Mediterranean island of Corsica on Thursday, killing at least six people including a teenage girl, and meteorologists predicted more bad weather to come.

Hail, heavy rain and winds peaking at 224 km per hour (140 mph) swept the island early in the day. Two of the victims were killed when trees fell in campsites.

"Storms formed at sea will affect large parts of the western Corsica coast throughout the night from Thursday to Friday," Meteo France forecaster said.

# Opinions? How do you think it's done?

Article Type: **Research Article**

 Open access

[View license](#)

## Anthropogenic Warming Had a Crucial Role in Triggering the Historic and Destructive Mediterranean Derecho in Summer 2022

**Juan Jesús González-Alemán, Damián Insua-Costa, Eric Bazile, Sergi González-Herrero, Mario Marcello Miglietta, Pieter Groenemeijer, and Markus G. Donat**

Online Publication: **31 Aug 2023**

Print Publication: **01 Aug 2023**

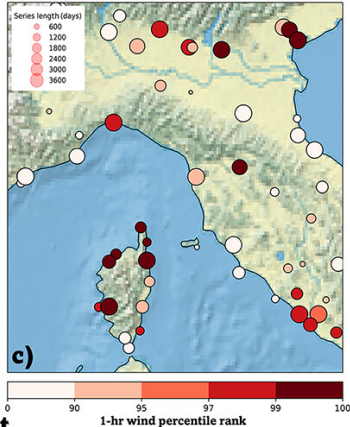
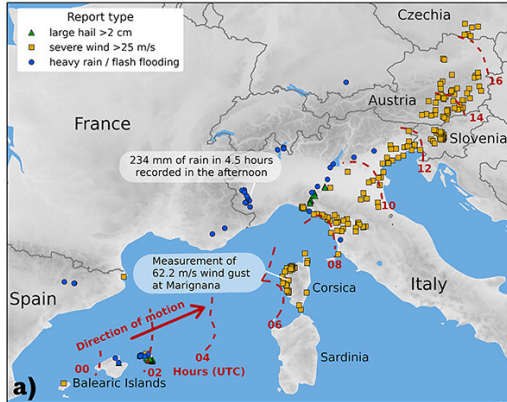
DOI: <https://doi.org/10.1175/BAMS-D-23-0119.1>

Page(s): **E1526–E1532**

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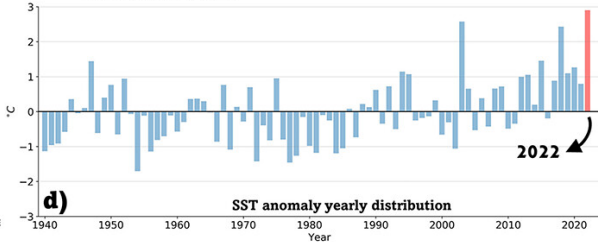
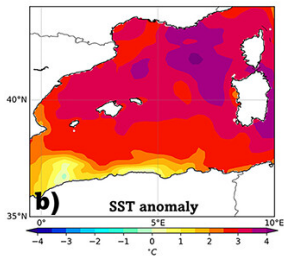
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**atmospheric event**

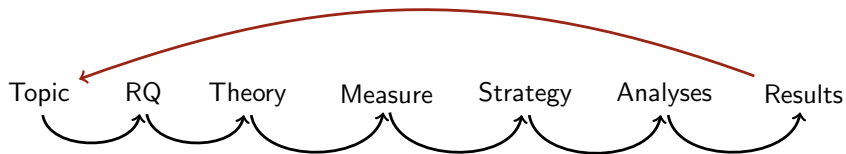
**marine event**



# Not only about data or empirical evidence

- The “non-data” part is also important:  
thinking about an answerable question, a coherent argument, and how to connect it to data
- Also problematic because we all probably think we already know how it's done, but e.g. many (most?) final theses fail on this

# Empirical Research process



# Key ingredients

In every case, when we talk about *quantitative empirical research*, we will usually work with **variation** across **observations** at a given **unit of analyses/observation**, from which we infer stuff

## 1. Observation

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1. Observation
2. Unit



# Key ingredients

In every case, when we talk about *quantitative empirical research*, we will usually work with **variation** across **observations** at a given **unit of analyses/observation**, from which we infer stuff

1. Observation
2. Unit
3. Variables

# Key ingredients

In every case, when we talk about *quantitative empirical research*, we will usually work with **variation** across **observations** at a given **unit of analyses/observation**, from which we infer stuff

1. Observation
2. Unit
3. Variables
4. Variation

# On variation

- Why do we talk so much about *variation*?

# Halley's Eclipse: a coup for Newtonian prediction and the selling of science

300 years ago, on the 3rd of May 1715, a rare solar eclipse occurred over England. It was an opportunity too good to miss for those promoting new astronomical theories - and their own careers.



# On variation

- Why do we talk so much about *variation*?
- Critique of having “so few observations”?
- Why do we use statistics at all?
- What about experiments?
- Where's the variation in attribution science?

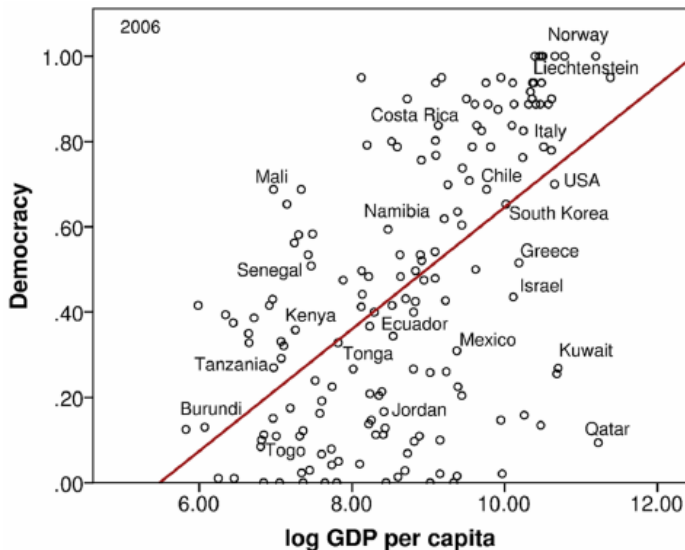
# On the unit of analysis

- Why is this important?

# On the unit of analysis

- Why is this important?
- Able to quickly identify it?

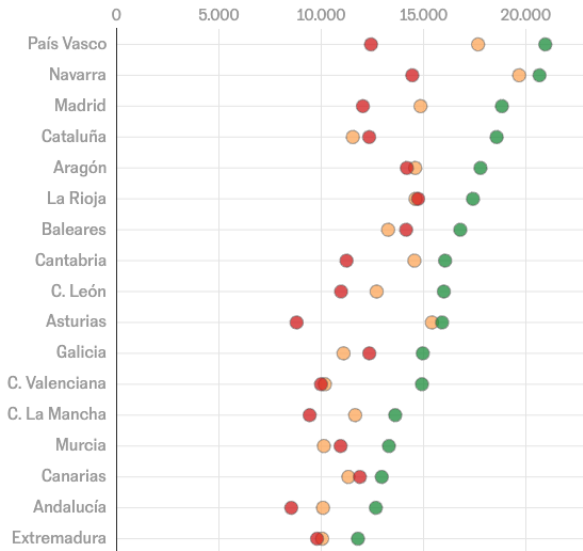
What's the unit of analyses in the data behind this graph?





# Renta mediana de por unidad de convivencia de cada tipo de familia en cada comunidad autónoma

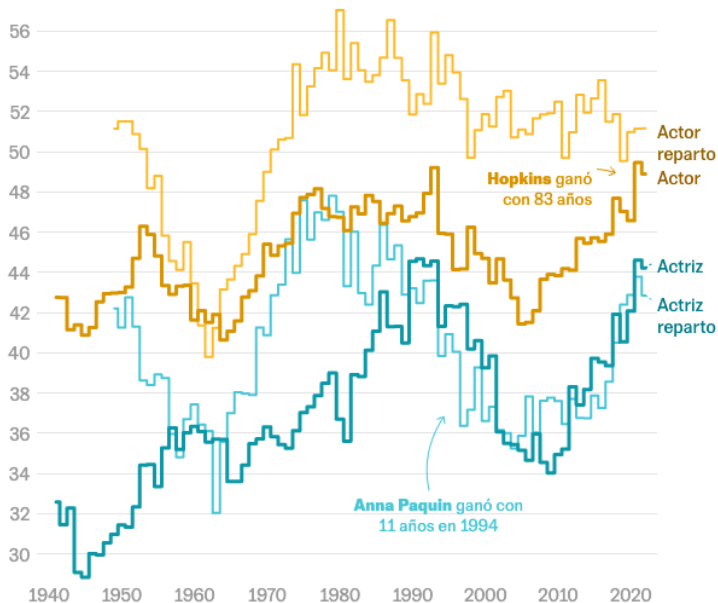
● Todos ● Familia numerosa ● Un adulto con 1 o 2 niños dep



Los datos de Extremadura, Aragón, Canarias, Cantabria, La Rioja y Asturias cuentan solo con entre 50 y 100 entrevistas

ECV 2019, 2020 y 2021 (INE) / EL PAÍS

## Edad de los actores premiados (media móvil de 12 años)



BOOKS

## WHAT DATA CAN'T DO

*When it comes to people—and policy—numbers are both powerful and  
perilous.*

**By Hannah Fry**

March 22, 2021

# Research process in detail (1)

- > From **topic** (or problem) to the **research question**

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- > From **topic** (or problem) to the **research question**
- Difference between motivation and question

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- > From **topic** (or problem) to the **research question**
- Difference between motivation and question
- What are good & bad research questions?
  - Answerable
  - Relevant: importance and connection theory/empirics (\*)

# Research process in detail (1)

- > From **topic** (or problem) to the **research question**
- Difference between motivation and question
- What are good & bad research questions?
  - Answerable
  - Relevant: importance and connection theory/empirics (\*)

## Examples

- What is the best Netflix show?
- What can we do to help poor countries develop?
- What are the shopping patterns of the Spanish population?
- (\*) Do individuals from minorities support the use of violence?

# Research process in detail (2)

> From **RQ** to **theory**



# Research process in detail (2)

> From **RQ** to **theory**

- What is a theory? Importance

# Research process in detail (2)

> From **RQ** to **theory**

- What is a theory? Importance
- Arguments and mechanisms
- Micro-level, macro-level, and both

## Research process in detail (2)

> From **RQ** to **theory**

- What is a theory? Importance
- Arguments and mechanisms
- Micro-level, macro-level, and both
- Good theories or arguments
  - Testable
  - Credible

# Research process in detail (3)

> From **theory** to **measurement**

- Concepts
- Operationalization in variables
- Measurement
- Unit of analysis

# Research process in detail (4)

> From **measurement** to **strategy**

- Once you have your variables measured, what variation are you going to look at?
  - Think about how kids learn
- Descriptive and causal inference
- (Experiments) (\*)

# Research process in detail (5)

> From **strategy** to **analyses**

- We're **not** covering this in this course
- This basically means choosing how you are going to analyze the variation you have
- Comparisons, models, statistics
- **Question:** what is the role of statistics in research design?

# Research process in detail (6)

> From **analyses** to **results** and back to **topic**

- Interpretation
- Relevance
- **External validity**

# Simplyfing

1. Formulate one (or more) RQ from a topic/problem
2. Develop a theoretical argument related to that RQ
3. Building on theory, think about what and how to measure
4. What variation are you going to look at? (and what data analysis tools do you need?)
5. What can you really learn from the results?



# Let's go through an example

You are hired by the city government as a quantitative analyst to tackle the problem of **urban traffic in Madrid** and offer suggestions to improve it

# Course logistics

- Tuesdays 18:00–21:00 (except last class)
- Seven sessions between September 17th and October 22nd
- Room 2.A.04 (Puerta de Toledo)
  
- My email: `francisco.villamil@uc3m.es`
- Office hours

# Course logistics: evaluation

- Participation (15%)
- Research papers reviews (15%)
- Workshop group presentation (20%)
- Workshop feedback (10%)
- Final essay (40%)

# Workshop and final essay

- In the workshop we will have around 12-15 slots (10 minute presentation & 10 feedback) so we need to do **group presentations**
  - We can adjust time once we know the final number of groups
- I do not mind if you do the final essay individually or in groups (max 3/4)
- Two good options:
  - Do a group presentation covering different strategies and individual essay with each of them
  - Do a group final essay

# Final essay

- Get a topic or problem and go through all the steps in the research process
- No need to do data analyses or statistics (but you could show something if it's relevant)
- **Most important thing:** show me you understand how you can learn something about the topic from quantitative data, what different strategies you could use and what are the general and specific limitations of them
- Word limit: **5000 words** (we can talk in case of group essays)
  - Appendix obviously does not count
- **Deadline: October 30th, 23.59h** (exam week)

# Course logistics: calendar

- 5 lectures (including today)
  - In sessions 2–4, we'll discuss a paper in the second half
  - You have to submit some comments/critique (5% each), **before** class (email or paper)
  - Final lecture on advanced topics, overview, and questions
- Last day: Workshop session (15h-21h)

# Course logistics: calendar

- Sept 17: Introduction
- Sept 24: Elements of quantitative data
- Oct 1: Causality and experimental evidence
- Oct 8: Causal inference with observational data
- Oct 15: Advanced topics and overview
- Oct 22 (15h-21h): Workshop (double session)

# Textbooks and resources

- Nick Huntington-Klein, **The Effect: An Introduction to Research Design and Causality** (Chapman and Hall/CRC, 2021).
- Kosuke Imai, *Quantitative Social Science: An Introduction* (Princeton UP, 2017).
- Dimitar Toshkov, *Research Design in Political Science* (Palgrave, 2016)
- Scott Cunningham, *Causal Inference: The Mixtape* (Yale University Press, 2021).



# Papers to read

1. Carl Müller-Crepon, Philipp Hunziker, and Lars-Erik Cederman (2021) Roads to Rule, Roads to Rebel: Relational State Capacity and Conflict in Africa. *Journal of Conflict Resolution* 65(2–3): 563–590.
2. Andrew M. Guess *et al.* (2023) How do social media feed algorithms affect attitudes and behavior in an election campaign? *Science* 381(6656): 398–404.
3. Francisco Villamil and Laia Balcells (2021) Do TJ policies cause backlash? Evidence from street name changes in Spain. *Research & Politics* 8(4).

# Next week's reading

## Roads to Rule, Roads to Rebel: Relational State Capacity and Conflict in Africa

Carl Müller-Crepon<sup>1</sup> , Philipp Hunziker<sup>2</sup>,  
and Lars-Erik Cederman<sup>3</sup>

Journal of Conflict Resolution

2021, Vol. 65(2-3) 563-590

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### Abstract

Weak state capacity is one of the most important explanations of civil conflict. Yet, current conceptualizations of state capacity typically focus only on the state while ignoring the relational nature of armed conflict. We argue that opportunities for conflict arise where relational state capacity is low, that is, where the state has less control over its subjects than its potential challengers. This occurs in ethnic groups that are poorly accessible from the state capital, but are internally highly interconnected. To test this argument, we digitize detailed African road maps and convert them into a road atlas akin to Google Maps. We measure the accessibility and internal connectedness of groups via travel times obtained from this atlas and simulate road networks for an instrumental variable design. Our findings suggest that low relational state capacity increases the risk of armed conflict in Africa.

Questions?