# Contents

#### 2 A BREAKDOWN IN COMMUNICATION

The Complexity of Social Research 6, A Note to the Student 10

#### 12 SOME PRINCIPLES OF EXPERIMENTAL DESIGN

Randomization and Systematic Controls 16, Multiple Experimental Variables 21, Assumptions About the Manipulations 26, Practical Implications 32

#### 34 EXPLORATORY AND DESCRIPTIVE STUDIES

Levels of Measurement 36, Participant Observation 41, The Sample Survey 46

## EXPLANATION AND THEORY 62

An Example 65, Inferring Causal Relationships from Correlations 68, Some Complications 71, The Development of Systematic Theory 78

# MEASUREMENT 86

The Indirectness of Measurement 89, Attitude Measurement 92, Measurement of Group Properties 105

### SOME IMPLICATIONS 112

INDEX 118