

Introduction to Research Design



- Types of Research Design
 - Exploratory
 - Descriptive
 - Explanatory



- Research Design – Introduction
 - Theory and Hypothesis (Last Topic)
 - Develop Measures of Variables (Next Topic)
 - Collect or Obtain Data
 - Test Hypothesis Empirically
 - Analyze Results
 - (Submit Study for Publication in Big Three)
 - (Get Tenure, Fame, Fortune)



- Theory and Hypothesis (Revisited)
 - Theory
 - Hypothesis
 - Expected Association Between Variables
 - DV and IV
 - e.g., Campaign Contributions → Meetings with Congressmen
 - Expected Change in Variable Over Time
 - e.g., Increasing Social Tolerance Enhances Support for Gay Marriage



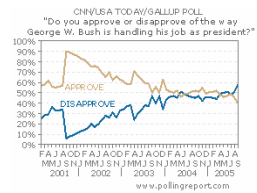
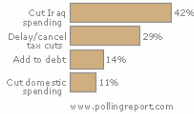
- Research Design, Cont.
 - Collect (or Otherwise Obtain) Data
 - Surveys
 - e.g., NES, GSS Georgia Poll, Peach State Poll
 - Experiments
 - e.g., In Lab, Survey Experiments
 - Public Records
 - e.g., SC Decisions, Amicus Briefs, PAC Contributions, Executive Orders, Veto Overrides, Floor Votes, Committee Votes, etc.
 - Social Statistics
 - e.g., Economic, Crime, or Health Statistics



- Data, Cont.
 - Time
 - Cross-Sectional
 - Longitudinal
 - Trend
 - Panel



AP/IPSOS POLL
 "If you had to choose, which one of the following options do you think is the best way for the government to pay for the relief effort for Hurricane Katrina? Cut spending on Iraq. Delay or cancel additional tax cuts. Add to the federal debt and gradually pay it back. Cut spending for other domestic programs like education, welfare, transportation, and health care."





- Data, Cont.
- Units and Level of Analysis
 - Individual
 - e.g., Effect of Education on Turnout
 - Aggregate
 - e.g., Change in Presidential Approval Over Time
 - Ecological Fallacy
 - e.g., Voting Behavior of Individuals from Precinct-Level Voting Records



- Research Design, Cont.
- Analyze Results
 - Causality
 - Correlation
 - Cause Precedes Effect
 - Association Not Spurious
 - Probabilistic, Not Deterministic



- Research Design, Cont.
 - Test Hypothesis Statistically