

CO699 Research Methods and Design  
Monday –Friday January 23-27, 2012 9am-4pm  
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Office hours: lunch or after class

### RULES OF RESEARCH

If at first you don't succeed, destroy all evidence that you have tried.

Basic research is like shooting an arrow into the air and, where it lands,  
painting a target.

Homer Burton Adkins (1892-1949, American organic chemist)

I have yet to see any problem, however complicated, which, when you looked  
at it the right way, did not become still more complicated.

Paul Alderson (1926-...) in "New Scientist", 25 September 1969, 638

Results! Why, man, I have gotten a lot of results. I know several thousand  
things that won't work. - Thomas Edison (1847-1931)

Genius is one per cent inspiration, ninety-nine per cent perspiration.

-- Thomas Edison (1847-1931) (said c. 1903, written  
in Harper's Monthly Magazine, September 1932)

#### Course Description:

This course is designed to provide an introduction to research methodologies, designing research, analyzing data, and presenting results. Quantitative, qualitative and mixed research methods will be presented. Students will develop hands-on experience with quantitative and qualitative methodologies. Students will learn the process of evaluating research. Research found in the Bible will be reviewed. (MACO degree goals 2 and 3)

#### Course Objectives

As a result of this course students will be able to:

1. Write a literature review
2. Design and implement quantitative research
3. Design and implement qualitative research
4. Understand a mixed methods methodology
5. Analyze data using descriptive and inferential statistics
6. Present results
7. Evaluate research designs

#### Instructional Methods:

Instructional methods will include lecture, guided discussion, small group discussion, guest lecture, and student presentation.

#### Required Texts:

Creswell, John W. (2008). Research Design: Qualitative, Quantitative and Mixed Method Approaches (3<sup>rd</sup> edition) Sage Publications: Thousand Oaks, CA. (978-1412965576 \$47.70)

Swanson, Gerald C. (2002). Statistics A User Friendly Guide (Especially for the Mathematically Challenged) GreyHeron Press: Edmonds, WA. (978-0972458900 \$35.00)

## In Library Reference Section

APA Style Manual or at <http://owl.english.purdue.edu/workshops/hypertext/apa/print/wholeworkshop.pdf>

## Supplies

Survey Monkey can be found at <http://www.surveymonkey.com/>

You will be audio-recording an interview. A tape-recorder or digital-recorder will be needed. If your computer has a microphone, Audacity® is free, open source software for recording: <http://audacity.sourceforge.net/>

## Possible Texts for reading requirement

### LIST 1

You may find this list of resources helpful.

Campbell, D.T., & Stanley, J.C. (1966). *Experimental and Quasi-Experimental Designs for Research* Chicago: Rand McNally

Creswell, J.W. (2007). *Qualitative Inquiry and Research Design: Choosing among 5 Approaches*. Thousand Oaks, CA: Sage Publications, Inc.

Janesick, V.J. (2003). *Stretching Exercises for Qualitative Researchers* (2<sup>nd</sup> ed.) Thousand Oaks, CA: Sage Publications, Inc.

Merriam, S.B. (1998). *Qualitative Research and Case Study Applications in Education : Revised ed.* San Francisco: Jossey Bass

Merriam, S.B. (2002). *Qualitative Research in Practice: Examples for Discussion and Analysis*. San Francisco: Jossey Bass

Moschella, M.C. (2008). *Ethnography as a pastoral practice: an Introduction*. Cleveland, OH: Pilgrim Press

Newton, R.R., & Rudestam, K.E. (1999). *Your Statistical Consultant: Answers to your data analysis questions*. Thousand Oaks, CA: Sage Publications, Inc.

Pyrzczak, F. & Bruce, R.R. (2003). *Writing Empirical Research Reports* Los Angeles, CA: Pyrczak Publishing.

Shadish, W.R., Cook, T.D., & Campbell, D.T. (2002). *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*. Boston: Houghton-Mifflin.

Swinton, J., & Mowatt, H. (2006). *Practical Theology and Qualitative Research Methods*. London: SCM Press.

### LIST 2

In addition to required readings for each day, read 2 books or 400 pages from this list.

Addleton, J.S. (2002). *Some Far and Distant Place: Muslim-Christian Encounters through the Eyes of a Child* Athens, GA: University of Georgia Press

Belenky, M., Clinchy, B., Goldberger, N., & Tarule, J. (1997). *Women's Ways of Knowing, the development of self, voice, and mind*. New York: HarperCollins/Basic Books.

Bissinger, H. G. (2000). *Friday night lights: a town, a team, and a dream* Cambridge, MA: Da Capo Press

Briski, Z. & Kauffman, R. (2004). *Born into Brothels: Photographs by the Children of Calcutta* (must also watch documentary) India/USA: ThinkFilm.

Buckingham, M., & Coffman, C. (1999). *First, Break All the Rules: What the World's Greatest Managers Do Differently* New York, NY: Simon & Schuster

- Collins, J. (2001). *Good to Great: Why Some Companies Make the Leap... and Others Don't* New York, NY: HarperCollins
- Collins, J., & Porras, J.I. (2002). *Built to Last: Successful Habits of Visionary Companies* New York, NY: HarperCollins
- Corwin, M. (2001). *And Still We Rise: the Trials and Triumphs of Twelve Gifted Inner-City Students*. New York, NY: HarperCollins
- Ehrenreich, B. (2001). *Nickel and Dimed On (Not) Getting By in America* New York, NY: Holt
- Gladwell, M. *Tipping Point or Blink or Outliers: The Story of Success*
- Ianni, F. & E. (1972) *A Family Business: Organized Crime*. New York: Sage
- Keiser, R. (1969) *The Vice Lords*. New York: Holt
- Kinnaman, D., & Lyons, G. (2007). *Unchristian: What a New Generation Really Thinks about Christianity... and Why It Matters* Grand Rapids, MI: Baker Books
- Klockars, C. (1974) *The Professional Fence*. New York: Free Press.
- Lather, P., & Smithies, C. (1997). *Troubling the Angels: Women with AIDS* Boulder, CO:: Westview Press
- Levitt S.D., & Dubner, S.J. (2005). *Freakonomics: a rogue economist explores the hidden side of everything* New York, NY: HarperCollins
- Levitt S.D., & Dubner, S.J. (2009). *SuperFreakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance*. New York, NY: HarperCollins
- Liebow, E. (1995). *Tell Them Who I Am: The Lives of Homeless Women* New York, NY: Penguin Group
- McBride, J. (2006). *The Color of Water*. New York, NY: Berkeley Publishing Group
- Nazario, S. (2007). *Enrique's Journey* New York, NY: Random House
- Peshhkin, A. (1986). *God's Choice: The total World of a Fundamentalist Christian School* Chicago: University of Chicago Press
- Peshkin, A. (2001). *Permissible Advantage: The Moral Consequences of Elite Schooling* Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Rettig, R. et al. (1977) *Manny: A Criminal Addict's Story*. Boston: Houghton Mifflin.
- Robbins, A. (2004). *Pledged: The Secret Life of Sororities* New York, NY: Hyperion
- Shaw, C. (1930). *The Jack-Roller*. Chicago: University of Chicago Press.
- Snodgrass, J. (1982). *The Jack-Roller at Seventy*. Lexington: DC Heath.
- Spradley, J. (1970). *You Owe Yourself a Drunk*. Boston: Little Brown.
- Sutherland, E. (1937). *The Professional Thief*. Chicago: University of Chicago Press.

## Requirements

Students are expected to attend all classes and to participate actively. Students will discuss all absences with the instructor. Students will complete all reading and other assignments ON TIME. Discuss all late assignments

with the instructor. One point will be deducted from all late assignments per day late (including the weekend) and will not be accepted more than 1 week late.

## Assignments

- Devotional.....2 pts
  - Present a brief devotional on research and evaluation found in the Bible such as the spies in Canaan, Nehemiah and the wall, the Parable of the Talents, or God providing formative evaluation of Israel.
- Find 3 articles in library database.....3 pts
  - Instructions will be given in class.
- Read an article on qualitative tradition .....5 pts
  - To get any points, you MUST read the article BEFORE CLASS. See below.
- Read an article on a research study.....5 pts
  - To get any points, you MUST read the article BEFORE CLASS. See below.
- Book Report.....10 pts
  - Report on any book from List 2.
  - Include (1) the research question(s), (2) the importance of the research, (3) the context for the research (who/what did the author study?), (4) description of qualitative methodology and how data were collected and analyzed (including any use of validity checks), (5) research conclusions.
- Reading Log.....5 pts
  - See below.
- Quantitative Research Project.....35 pts
  - PLEASE CHECK THE SCORING RUBRIC ON CAMS.
  - You will be developing and administering a survey on-line. You will be analyzing the data from that survey and displaying the summary on a 2' X 3' poster.
    - Include the following headings:
      - Introduction including Statement of the problem (Why is this study important?) and Research Question
      - Literature Review
        - Note: this “mini” literature review will be of 5 articles, will be between 1 and 2 pages, in APA style, and will include a reference section at the end.
        - The literature review will support your statement about why this study is important
      - Methodology
        - Note: briefly describe the research design, H<sub>o</sub>, H<sub>a</sub>, the target population and number of participants, operationalization of your variable of interest, pilot test, the survey with response options, the pilot test, the level of significance and the possibility of Type I error
        - If you reverse coded any of your items, briefly describe.
      - Data Analysis and Results
        - Note: include reverse coding if relevant, mean, standard deviation, type of statistics including descriptive and inferential, t-test, p-value, correct conclusion regarding rejecting the null, and a graph
      - Discussion
        - Note: include conclusions and implications for future research as well as limitations of your study (including external validity issues)
- Qualitative Research Project.....35 pts
  - PLEASE CHECK THE SCORING RUBRIC ON CAMS.

- The components of this project are:
  - Interview
    - You will be conducting a 30 to 45 minute interview with a person who is studying counseling at a seminary. Your interview will be focused around the question “Why did you choose to study counseling at a seminary?”
    - Interview will be audio recorded.
    - Must have a consent form.
  - Transcription
    - You will be transcribing 15 minutes of the interview.
    - Do not use real names in the transcription (use pseudonyms)
  - Field Notes
    - You will write notes about the interview
      - These notes are your thoughts, possible conclusions you might draw, what was the experience like for you, what went wrong, what went right, and any other reflections.
      - These notes are similar to a journal or diary entry.
  - Literature Review
    - This “mini” literature review will be of 2 articles.
    - Should be in APA format (including double spacing).
    - Should be 1 to 2 pages
  - Data Analysis
    - You will identify themes, categories and trends from the transcription and provide a conclusion

## Course Outline with Assignments

*Assignments are due on day listed by end of class.*

January 23

Review syllabus. Daniel 1 as a research question. Generate research questions. Difference between research and program evaluation. Evaluation as either formative or summative. Devotional example: Genesis 1 as summative evaluation. How to search PsychARTICLES and PubMed. Ethical considerations. Literature review.

Assignments:

1. Read Creswell chapters 1-3
2. Read in PsychARTICLES: Gollwitzer, M., Eisenbach, K., Atria, M., Strohmeier, D., Banse, R. (2006). Evaluation of Aggression-Reducing Effects of the “Viennese Social Competence Training.” *Swiss Journal of Psychology*, 65(2)

January 24

Quantitative design (experimental and quasi-experimental designs), sampling and external validity. Operationalizing variables, writing items; Survey development, pilot testing, how to add up the scores. Descriptive statistics.

Assignments:

1. Read Creswell chapters 4-5, 8
2. Turn in 3 abstracts
3. Complete Attitudes toward Statistics survey on Survey Monkey

January 25 Inferential statistics, guest speaker: Monica Geist, Ph.D.

Assignments:

1. Read Swanson chapters 1-7 (You don't need to complete the exercises.)
2. Read Creswell chapter 6

January 26

Qualitative Research Design: Observations, Interviews and Documents; watch Kitchen Stories (2003. DVD Salmer fra kjøkkenet); Qualitative Research Design: five methodologies; validating the accuracy of the findings. Data analysis.

Assignment:

1. Read Creswell chapter 9
2. To get any points, you must read the article on CAMS that corresponds to the first letter of your last name BEFORE CLASS.

A-B Narrative – On the bus with Vonnie Lee: Explorations in life history and metaphor, by Micahel V. Angrosino

C-D Phenomenological – Cognitive representation of AIDS, by Elizabeth H. Anderson and Margaret Hull Spencer

E-H Grounded Theory – Constructions of survival and coping by women who have survived childhood sexual abuse, by Susan Morrow and Mary Lee Smith

K-M Ethnography – Rethinking subcultural resistance: Core values of the straight edge movement, by Ross Haenfler

N-Z Case Study – Campus response to a student gunman, by Kelly J. Asmussen & John W. Creswell

January 27

Quantitative versus qualitative research debates. Mixed methods. Evaluating research studies. Book presentations.

Assignments:

1. Read Creswell chapter 10
2. To get any points, you must read the article in PsychARTICLES that corresponds to the first letter of your last name BEFORE CLASS.

A-C

Ahern, A. L., & Hetherington, M. M. (2006). The Thin Ideal and Body Image: An Experimental Study of Implicit Attitudes. *Psychology of Addictive Behaviors*, 20(3)

D-H

Ostafin, B. D., & Palfai, T. P. (2006). Compelled to Consume: The Implicit Association Test and Automatic Alcohol Motivation. *Psychology of Addictive Behaviors*, 20(3), 322-327.

I-M

Strauman, T. J., Vieth, A. Z., Merrill, K. A., Kolden, G. G., Woods, T. E., Klein, M. H., Papadakis, A. A., Schneider, K. L., & Kwapil, L. (2006). Self-System Therapy as an Intervention for Self-Regulatory Dysfunction in Depression : A Randomized Comparison With Cognitive Therapy. *Journal of Consulting and Clinical Psychology*, 74(2).

N-Z

Smith, N. K, Larsen, J. T., Chartrand, T. L., Cacioppo, J. T., Katafiasz, H. A., & Moran, K. E. (2006). Being Bad Isn't Always Good: Affective Context Moderates the Attention Bias Toward Negative Information. *Journal of Personality and Social Psychology*, 90(2), 210-220.

February 6 4pm

Last day to apply to Registrar (not to instructor) for extension if needed. Let the instructor know if you are applying for an extension

February 24 (Mail to 130 Essex St, South Hamilton, MA 01982 or email to kmason@gordonconwell.edu)

1. Turn in Reading Statement
2. Turn in Quantitative Research Project
3. Turn in Qualitative Research Project

I must submit grades on March 5.

### Reading Statement

NAME: \_\_\_\_\_

Box #: \_\_\_\_\_

I have read all the required reading.

- Creswell
- Swanson (5 chapters)
- Article on Viennese Social Competence Training
- An article on qualitative tradition
- An article on a research study
- At least 7 articles for 2 literature reviews
- 2 books from List 2 or 400 pages from List 2
- Kitchen Stories

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

OR

Of the required reading, I have read \_\_\_\_\_ % of the reading.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date