

Fall 2006

RESEARCH Design

COURSE DESCRIPTION

This is a seminar on designing research and on writing effective research proposals. The exam and the proposal each count 50% of your grade. The problem statement is due in Week 3. The full literature search is due by week 6. A draft of your proposal is due by week 8 and the final draft is due on April 26th, the last class of the semester.

There is one exam. It will be distributed in week 4 and is due by class of week 11.

Much of what we learn in this seminar is the result of discussions about the research plans of the participants. This makes support for each other's work crucial to everyone's success. Support means coming prepared to provide helpful critiques and suggestions.

Send me all exams and proposal drafts by e-mail.

Text: Bernard, H. Russell 2000. *Research Methods in Anthropology*, 3rd ed. Walnut Creek, CA: Altamira Press

COURSE SCHEDULE AND READING LIST

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials. Under certain conditions specified in the law, photocopies or other reproductions may be made and distributed. One of these specified conditions is that the photocopy or reproduction is not to be used for any purpose other than private study, scholarship, or research. If an individual makes a request for, or later uses, a photocopy or reproduction for purposes in excess of fair use that person may be liable for copyright infringement. These materials are made available for the educational purposes of students in Dr. Bernard's Research Design class. No further reproduction, transmission, or electronic distribution of this material is permitted.

Week 1 - Anthropology in the social sciences

■ Text chapter 1

[HOME](#)[SYLLABUS](#)[LINKS](#)

Weeks 2 - The language and logic of social research

- ▶ Text chapter 2

Weeks 3 - The design of social research. Experimental thinking. Testing hypotheses**Problem statement due**

- ▶ Text chapter 5 and pp. 550–553, and pp. 609–611
- ▶ Field experiment. Harris, Marvin, Josildeth Gomes Consorte, Joseph Lang, and Bryan Byrne 1993. Who are the Whites: Imposed census categories and the racial demography of Brazil. *Social Forces* 72:451-462.

Weeks 4 - The logic of representative sampling. The central limit theorem. Time allocation.**Final exam distributed**

- ▶ Text chapters 6-7 and pp. 402–408
- ▶ Handwerker, W. Penn 2003. Sample design. In: *Encyclopedia of Social Measurement*, Kimberly Kempf-Leonard, ed. San Diego, CA: Academic Press.

Weeks 5 - Nonprobability sampling.

- ▶ Text chapter 8
- ▶ Sampling culture. Handwerker, W.P. and D.F. Wozniak 1997. Sampling Strategies for the Collection of Cultural Data: An Extension of Boas's Answer to Galton's Problem. *Current Anthropology* 38:869-875.
- ▶ Chain referral sampling. Penrod, J., D. B. Preston, and M. T. Starks 2003. Discussion of chain referral as a method of sampling hard-to-reach populations. *Journal of Transcultural Nursing* 14:100–107.
- ▶ Snowball sampling. Chavez, Leo 1994. The power of the imagined community: The settlement of undocumented Mexicans and Central Americans in the United States. *American Anthropologist* 96:52–73.

Week 6 - Composite measures: scales and indexes**Literature search due**

- ▶ Text chapter 12
- ▶ Testing the unidimensionality of scales. Johnson, Allen 1995. A Guttman scale analysis of Machiguenka men's manufacturing skills. In: *Using Methods in the Field*, V. C. deMunck and E. Sobo, eds., Walnut Creek, CA: Altamira Press.
- ▶ Building and testing scales. Handwerker, W. Penn 1996, *Constructing Likert Scales: Testing the Validity*

and Reliability of Single Measures of Multidimensional Variables. *Cultural Anthropology Methods Journal* 8(1), February.

Weeks 7-8 Analyzing quantitative data

- ▶ Text chapters 16-18 (for reference and review)
- ▶ Statistical literacy. Utts, Jessica 2003. What educated citizens should know about statistics and probability. *The American Statistician* 57:74-79.
- ▶ Descriptive stats. Cronk, Lee 1989. Low socioeconomic status and female-based parental investment: The Mukogodo example. *American Anthropologist* 91:414-429.
- ▶ Multiple regression. Graves, Theodore, and Charles Lave 1972. Determinants of urban migrant Indian wages. *Human Organization* 31:476-1.
- ▶ Multidimensional scaling. Chavez et al. 1995. Structure and meaning in models of breast and cervical cancer risk factors: A comparison of perceptions among Latinas, Anglo women, and physicians. *Medical Anthropology Quarterly* 9(1):40-74.
- ▶ Consensus analysis. Reyes-Garcia, et al. 2005. Knowledge and consumption of wild plants. A comparative study of two Tsimane' villages in the Bolivian amazon. *Ethnobotany Research & Applications* 3:201-207.

Weeks 9-10 - Analyzing qualitative data

- ▶ Text chapters 19-21 (for reference and review)
- ▶ Analytic induction - QCA Haworth-Hoepfner, Susan 2000. The critical shapes of body image: The role of culture and family in the production of eating disorders. *Journal of Marriage and Family* 62:212-227.
- ▶ Ethnographic decision models Bernard, H. Russell and Gery W. Ryan 2005. Testing an ethnographic decision tree model on a national sample: Recycling beverage cans. *Human Organization* (in press) [Click HERE for Table 4]
- ▶ Analysis of narratives Rubenstein, Robert L. 1995. Narratives of elder parental death: A structural and cultural analysis. *Medical Anthropology Quarterly* 9:257-276.
- ▶ Content analysis. Hirschman, Elizabeth C. 1987. People as products: Analysis of a complex marketing exchange. *Journal of Marketing* 51:98-108.
- ▶ Cultural schemas I. Kempton, Willett 1987. Two theories of home heat control. In: *Cultural Models in Language and Thought*, Naomi Quinn and Dorothy Holland, eds. New York: Cambridge University Press. Pp. 222-242.

Weeks 11 - 14 - Presentations and critiques

Final exam due, week 11

Final proposal due, week 14