

APPENDIX J: GUIDE TO FURTHER READING

We do not compile here, or anywhere else, a list of references we have cited through the book. We have deliberately kept such citations to a minimum, and where we have referred to a particular author or piece of work, we have given the full details in the text itself.

The following is a guide to some of the more specialist publications which we think you will find useful if you want to take your understanding further on some specific aspect of survey research and quantitative analysis.

Part I: Research Design

One of the best general sources on the philosophy of social science is A. F. Chalmers, *What Is This Thing Called Science?* (Buckingham, Open University Press, 3rd edition, 1999). Well written, directly relevant to many of the issues discussed in chapter 1, and broadly sympathetic to those who seek to ground their science in empirical evidence while recognising the crucial role played by theory in the development of explanations, this book deals comprehensively with issues of theory-dependent observation, inductive and deductive reasoning, falsification and much else besides. Highly recommended.

Other secondary works on the philosophy of social science research which can also be recommended include:

- John Hughes and Wes Sharrock, *The Philosophy of Social Research* (London, Longman, 3rd edition, 1997): A well written and lively discussion of positivism and its critics.
- Alan Ryan, *The Philosophy of the Social Sciences* (London, MacMillan, 1979): Solid discussion of the case for treating the social sciences as sciences.

- Malcolm Williams and Tim May, *Introduction to the Philosophy of Social Research* (London, Routledge, 1996): Explicitly links the discussion of philosophical issues to the practicalities of empirical research.

One of the best books on research design (discussed in chapter 2) is Catherine Hakim's *Research Design* (2nd edition, London, Routledge, 2000). Covering eight different kinds of design (including surveys), it discusses the principles on which you should choose between them and considers strategies for combining them (depending on the nature of your research problem). Also recommended:

- Frank Bechhofer and Lindsay Paterson, *Principles of Research Design in the Social Sciences* (London: Routledge. 2000)
- Alan Bryman, *Quantity and Quality in Social Research* (London, Unwin Hyman, 1988): Looks at the philosophical divisions underpinning the division between quantitative and qualitative designs, and considers the possibility of integrating them.
- John Cresswell, *Research Design: Qualitative and Quantitative Approaches* (London, Sage, 1994): Focuses on how to decide which design to use, and emphasizes the skills of writing about what you have done.

Part II: Data collection

There are many specialist works on each stage in the data collection process. The following are classics (mainly American) that have stood the test of time:

- Herbert Hyman, *Interviewing in Social Research* (London, University of Chicago Press, 1954): Mainly concerned with interviewers producing biased responses.

- Charles Judd, Eliot Smith, Louise Kidder, *Research Methods in Social Relations* (6th edition, Orlando, Florida, Harcourt Brace, 1991): Chapters on scaling, questionnaire design, etc.; also ethics of research.
- Claus Moser and Graham Kalton, *Survey Methods in Social Investigation* (2nd edition, London, Heinemann, 1971): Dull but solid (Sir Claus Moser was Director of the Central Statistical Office). Kalton's *Introduction to Survey Sampling*, published by Sage in its invaluable 'Quantitative Applications in the Social Sciences' series, is also good.
- A. N. Oppenheim, *Questionnaire Design, Interviewing and Attitude Measurement* (London, Pinter Publishers, 1992): A revised edition of an old standard. Covers interviewing, questionnaire design and the devising and scaling of attitude questions.
- Stanley Payne, *The Art of Asking Questions* (Princeton, N.J., Princeton University Press, 1951). Celebrated (though rather common sense) guide to the pitfalls in questionnaire design and how to avoid them.
- Peter Rossi, James Wright and Andy Anderson (eds), *Handbook of Survey Research* (London, Academic Press, 1983): Sampling, measurement, data collection.

Also useful:

- Nigel Gilbert (ed), *Researching Social Life* (London, Sage, 1993): Includes chapters by different specialists on things like coding, attitude measurement, questionnaire design and sample design.

- Paul Hague, *Questionnaire Design* (London, Kogan Page, 1993): Basic but very usable guide including chapters on different types of questionnaires, questionnaire layout and framing questions.
- Howard Schuman and Stanley Presser, *Questions and Answers in Attitude Surveys* (2nd edition, London, Sage, 1996): Lots of detail on issues like whether you should have a middle category in the range of responses you offer, and what you should do about non-responses.
- Seymour Sudman and Norman Bradburn, *Asking Questions* (Oxford, Jossey Bass, 1991): Emphasises the importance of precision in questionnaire design.
- Arlene Fink, *How to Sample in Surveys* and *How to Ask Survey Questions* (both published by Sage in 1995): Brief, user-friendly guides.

Part III: Data Analysis

SPSS produces a series of volumes which not only explain how to use their software but also provide a guide to the statistics. Most university libraries have them. It is certainly worth consulting the base *User's Guide* (which includes chapters on descriptive statistics, crosstabulation, *t* tests, correlation and regression as well as data editing and transforming variables). Logistic regression and loglinear models are covered in *Advanced Statistics*, written by Marija Norusis, and SPSS syntax is explained in the *Syntax Reference Guide*.

Apart from these hard copy sources, versions 9 onwards of SPSS have an excellent tutorial available from the 'Help' menu that explains a number of procedures from loading data through to running statistical tests. Also available from the 'Help' menu is a 'Statistics Coach', which provides advice on which statistical procedure you should use. The SPSS web site has a downloads page at www.spss.com/downloads/ which has a number of articles on statistics that are available for free downloading, and there is also a statistical support page at www.spss.com/tech/stat/index.htm.

Among statistics guides, Hubert M. Blalock, *Social Statistics* (revised second edition, London, McGraw-Hill, 1979) is authoritative. It explains the principles behind most of the statistical tests covered in this book, and it is comprehensible, though never easy. An advanced guide to multivariate analysis, which explains in detail how various complex statistics are computed, is Jacques Tacq, *Multivariate Analysis Techniques in Social Science Research* (London, Sage, 1997).

In addition to these, we recommend the ‘Quantitative Applications in the Social Sciences’ series of short books published by Sage. Each of these expensive but impressive little books covers a specific statistical procedure, and you can rely on them to provide succinct explanations of the theory, rationale and practical application of virtually all of the procedures that you could possibly use in SPSS. Among some of the most useful are:

- Jean D. Gibbons, *Nonparametric Statistics: An Introduction* (London, Sage, 1992)
- Michael S. Lewis-Beck, *Regression Analysis* (London, Sage, 1993)
- Gudmund R. Iversen and Helmut Norpoth, *Analysis of Variance* (London, Sage, 1987)

On more advanced procedures covered in appendices on our web site, see:

- Alfred DeMaris, *Logit Modeling* (London, Sage, 1992)
- Scott Menard, *Applied Logistic Regression Analysis*, (London, Sage, 1995)
- Nigel Gilbert, *Analyzing TabularData*, (London, UCL Press, 1993).

