

Serie McDougal III

# Research Methods in Africana Studies



PETER LANG

New York • Washington, D.C./Baltimore • Bern  
Frankfurt • Berlin • Brussels • Vienna • Oxford

# Contents

---

Preface: Speak to the Posterity	ix
Acknowledgments	xiii
1. Africana Studies and the Science of Knowing	1
<i>What Is Meant by "Research"?</i>	2
<i>Why Learn Research Methods?</i>	3
<i>Africana Studies Domain Theory</i>	4
<i>Common Ways of Knowing</i>	5
<i>Analytical Misjudgment and Roadblocks to Critical Thought</i>	10
<i>Mistakes in Racial/Cultural Reasoning</i>	15
<i>Variables</i>	21
<i>Causality</i>	25
2. Methodology in Africana Studies Research	30
<i>Methodology</i>	30
<i>Paradigms</i>	31
<i>Theory</i>	47
<i>Applying Theory to Social Phenomena</i>	48
<i>Types of Theory: Inductive and Deductive</i>	78
3. Ethics in Research	80
<i>Values and Research</i>	80

	<i>The Ethics That Emerged from a Legacy of Abuse</i>	81
	<i>African Americans and Research Ethics</i>	90
4.	Research Design	94
	<i>Units of Analysis: The Who and What of Research</i>	94
	<i>The Purpose of Research</i>	96
	<i>Quantitative and Qualitative Approaches to Data Collection</i>	100
	<i>Temporal Order and Research Design</i>	101
5.	Choosing a Topic, Writing a Question, Reviewing the Literature	106
	<i>The Intersecting Interests Theory for Research in Africana Studies</i>	107
	<i>Developing Topics and Questions</i>	108
	<i>Writing a Literature Review</i>	110
	<i>Organizing a Literature Review</i>	118
	<i>Referencing and Citing Sources</i>	120
	<i>The Structure of a Research Proposal</i>	120
6.	Measuring Social Reality	125
	<i>Measuring</i>	126
	<i>Defining Variables</i>	129
	<i>Reliability, Validity, and Preventing Error</i>	135
	<i>Levels of Measurement</i>	135
7.	Sampling Procedures	143
	<i>The Language of Sampling</i>	145
	<i>Bias in Sampling</i>	146
	<i>Probability Sampling</i>	148
	<i>Non-Probability Sampling</i>	155
8.	Non-Reactive Methods	162
	<i>Physical Evidence</i>	162
	<i>Content Analysis</i>	164
	<i>Secondary Analysis</i>	183
	<i>Statistical Data</i>	184
	<i>Limitations of Secondary Data</i>	187
9.	Scales and Indexes	191
	<i>Indicators</i>	191
	<i>Creating a Scale or Index</i>	194
	<i>Scaling Formats</i>	200
10.	Survey Design: Asking Questions	211
	<i>The Survey Process</i>	213

<i>Constructing Survey Items</i>	214
<i>Avoiding Problems in Asking Questions: The Rules of Item Construction</i>	219
<i>Self-Administered Questionnaire Design</i>	223
<i>Conducting the Self-Administered Questionnaire Interviews</i>	227
	230
11. Experimental Design	237
<i>Classic Experimental Designs</i>	239
<i>Threats to Internal Validity</i>	243
<i>Matching and Random Selection</i>	247
<i>Pre-Experimental Designs</i>	248
<i>Quasi-Experimental Designs</i>	250
<i>Threats to External Validity</i>	252
12. Qualitative Field Research and Data Analysis	256
<i>Qualitative Methods</i>	256
<i>Field Research</i>	257
<i>Observation/Participant Observation</i>	262
<i>Qualitative Interviews</i>	264
<i>Discourse Analysis</i>	265
<i>Conversation Analysis</i>	266
<i>Profiling</i>	267
<i>Narrative Analysis</i>	267
<i>Case Studies</i>	268
<i>Focus Groups</i>	268
<i>Qualitative Data Analysis</i>	275
13. Quantitative Data Analysis	279
<i>Scales of Measurement for Different Types of Variables</i>	280
<i>Coding Quantitative Data</i>	281
<i>Univariate Analysis</i>	283
<i>Bivariate Analysis</i>	293
<i>Multivariate Analysis</i>	298
<i>Inferential Statistics</i>	299
<i>Hypothesis Testing</i>	300
Glossary	305
Works Cited	317
Index	329