

1/31/10, 11:05 AM

Public Administration 544  
Qualitative Research Methods in Public Administration

**TYPES OF EVIDENCE, METHODS OF DATA COLLECTION,  
AND  
DESIGNS OF RESEARCH**

Spring 2010  
Wednesday  
6-9 PM  
Room 2234 ADH

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Office Hours: Send me an email and we'll arrange a mutually convenient time.

In this course, we will cover three Methods of Data Collection: Interviewing, Observation, and Document Analysis, and four Research Designs: Experiments, Multiple Sources, Formal Models, and Comparison

Throughout the course, we'll be guided by a comment made by Eugene Webb and colleagues: "Clearly, ingenuity is required if the social sciences are to fulfill their promise. Nor will individual creativity suffice. Threats to validity . . . never end. . . . The effort to deal with them requires ingenuity, not just of the individual scholar, but of the shared enterprise" (*Unobtrusive Measures*, 2000, p. xvi. Emphasis added). One way we'll foster ingenuity of the shared enterprise is to discuss what I call, "Sub-Topics in the Course". These topics are important aspects of social science research but, usually, not covered in formal methodology courses.

Texts:

- Boruch, Robert F. *Randomized Experiments for Planning and Evaluation: A Practical Guide*. Thousand Oaks: Sage, 1997
- Bryman, Alan. *Research Methods and Organization Studies*. London: Routledge, 1989.
- Lee, Raymond M. *Unobtrusive Methods in Social Research*. Buckingham: Open University, 2000

Assignments:

1. Write 2 short papers (about 8 pages, or more if you wish) on 2 of the Methods of Data Collection and Designs of Research you select from the Paper Assignment Sheet. Each paper should contain three parts: (1) an identification and brief discussion of some of the main theoretical foundations of the Method or Design, (2) an identification and brief discussion of some recent research that uses the Method or Design, and (3) a brief discussion of the strengths and weaknesses of the Method or Design. On the designated dates, hand in a hard copy to me, make and distribute hard copies to your classmates, and, at those times, be prepared to respond to questions and comments. These papers and your participation in the class count for 50 percent of the course grade.
2. Write 1 longer paper (about 15 pages, or more if you wish) that applies one or more of the Methods and/or Designs to a research topic in which you have a special interest; such as your dissertation topic. Before you begin, discuss this paper with me. This paper counts for 50 percent of the course grade. The paper is due May 5, 5 PM.

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January 13

PART 1  
INTRODUCTION

Overview of the Course

Rules for Social Science Research

Types of Evidence

Methods of Data Collection

Designs of Research

Reliability: Two meanings of

The Importance of Studying Organizations

The Importance of Studying Networks

Basics of Methodology

Ontology: What is real? The objects of our investigations: behaviors, feelings, opinions, events, organizations, programs, and so on.

Epistemology: How do we know? That is, how we know what is real. More specifically, how we know about behaviors, feelings, opinions, events, organizations, programs, and so on.

Rhetoric: How do we describe what we know? How best to describe behaviors, feelings, opinions, events, organizations, programs, and so on.

Words/concepts: complex, creation, independence, transparency, service, and there are many other words often misused when describing what is known.

System Analysis  
Behaviorism

Why We Shouldn't Rely on the Asking Method: The Problem with Asking  
Asking for Expression and Participation

Subtopics in the Course:  
Assume Everyone Is As Smart As You Are

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January 20

PART 2  
QUALITATIVE AND QUANTITATIVE DATA  
--Types of Evidence--

Qualitative and Quantitative Evidence

Assigned:

Bryman, *Research Methods and Organization Studies*, pp. xiii-xiv, 1-33,  
135-41, 151-69, 221-25, 230-55

Lee, *Unobtrusive Methods in Social Research*, pp. ix-x; 1-16; 95-100; 112

Subtopics in the Course:

Attribute Motives (subjective phenomena) Consistent with Behavior (objective  
phenomena)

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January 27 and February 10  
(No class February 3)

PART 3  
INTERVIEWING, FOCUS GROUPS, ASKING FOR STORIES  
--Method of Data Collection--

**Invited Speaker: TBA**

In-Depth Interviewing  
Designing and Administering Focus Groups  
Narrative Inquiry

Assigned:

Bryman, *Research Methods and Organization Studies*, pp. 147-49

Additional Sources:

Centre for Narrative Research <http://www.uel.ac.uk/cnr/>

Clandinin, D. Jean, and Connelly, F. Michael. *Narrative Inquiry: Experience and Story in Qualitative Research*. San Francisco: Jossey-Bass, 2000.

Gordon, Raymond L. *Basic Interviewing Skills*. Reprint edition. Long Grove, Ill.: Waveland Press, 1998.

Hummel, Ralph P. "Stories Managers Tell: Why They Are as Valid as Science". *Public Administration Review*. (January/February 1991), Vol. 51, No. 1, pp. 31-41.

Mayard-Moody, Steven and Leland, Suzanne. "Stories from the Front Lines of Public Management: Street-Level Workers as Responsible Actors". In Jeffery L. Brudney, Laurence J. O'Toole, Jr., and Hal G. Rainey, eds., *Advancing Public Management: New Developments in Theory, Methods, and Practice*. Washington, D.C.: Georgetown University Press, 2000, pp. 109-23.

Morgan, David L. *Focus Groups as Qualitative Research*. 2<sup>nd</sup> ed. Thousand Oaks, Calif.: Sage Publications, 1996.

*Narrative Inquiry*. (journal)

Reinharz, Shulamit. "Analysis of the Team Fieldwork Experience", "Dimensions of an Experiential Sociological Method" and "The Integration of Person, Problem, and Method". In Shulamit Reinharz, *On Becoming a Social Scientist*. New Brunswick: Transaction Publishers, 1984.

Seidman, Irving. *Interviewing as Qualitative Research: A Guide for Researchers in Education and the Social Sciences*. 3<sup>rd</sup> Ed. New York: Teachers College Press, 2006.

Stewart, David W., and Shamdasani, Prem N. *Focus Groups: Theory and Practice*. 2<sup>nd</sup> ed. Thousand Oaks, Calif.: Sage Publications, 2006.

Subtopics in the Course:

Don't Accept Public Statements at Face Value

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February 17 and 24

PART 4  
OBSERVATION  
--Method of Data Collection--

Direct Observations  
Physical Traces

Technical Aids for Observations

Participant Observation

Assigned:

Lee, *Unobtrusive Methods in Social Research*, pp. 17-62.

Bryman, *Research Methods and Organization Studies*, pp. 142-47, 207-13

Additional Sources:

Bentley, Arthur F. *The Processes of Government: A Study of Social Pressures*. New Brunswick: Transaction Publishers, 1995. First published in 1908.

Bower, Joseph L. *Managing the Resource Allocation Process: A Study of Corporate Planning and Investment* (Boston, Mass.: Harvard Business School Press, 1970, 1986).

Bogdan, Robert. *Participant Observation in Organizational Settings*. Syracuse, NY: Syracuse University Press, 1972.

Jorgenses, Danny L. *Participant Observation: A Methodology for Human Studies*. Thousand Oaks, Calif.: Sage Publications, 2002.

Kaufman, *The Administrative Behavior of Federal Bureau Chiefs*. Washington, D.C.: Brookings Institution, 1981.

Reinharz, Shulamit. "Dilemmas of Participant Observation" and "The Stress of Detached Fieldwork". In Shulamit Reinharz, *On Becoming a Social Scientist*. New Brunswick: Transaction Publishers, 1984, pp. 126-94.

Sharpe, Tom, and Koperwas. John. *Behavioral and Sequential Analysis*. Thousand Oaks, Calif.: Sage Publications, 2003.

Van De Ven, Andrew H. and Poole, Marshall Scott. "Field Research Methods". In Joel A. C. Baum, ed. *Companion to Organizations*. Malden, Maine: Blackwell Publishing, 2002, 2005. pp. 867-88.

Weick, K. E. "Systematic Observational Methods". In G. Lindzey and E. Aronson, eds., *The Handbook of Social Psychology*, 3<sup>rd</sup> ed., Vol. 1. New York: Random House, 1985, pp. 567-634.

Whyte, W. F. *Learning from the Field: A Guide from Experience*. Beverley Hills, Calif.: Sage Publications, 1984.

Subtopics in the Course:

Don't Begin with the Past

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March 10, and 17  
**(No class March 3)**  
PART 5  
EXPERIMENTATION  
--Design of Research—

Experimental and Quasi-Experimental Designs

Assigned:

Boruch, *Randomized Experiments for Planning and Evaluation*, all  
Bryman, *Research Methods and Organization Studies*, pp. 71-103

Additional Sources:

Campbell, Donald T., and Stanley, Julian C. *Experimental and Quasi-  
Experimental Designs for Research*. Boston: Houghton Mifflin,  
1963.

The Campbell Collaboration: <http://campbellcollaboration.org>

Greenberg, David, and Shroder, Mark, with the assistance of Matthew  
Onstott. *The Digest of Social Experiments*. 2<sup>nd</sup> ed. Washington,  
D.C.: The Urban Institute Press, 1997.

*Misleading Evidence and Evidence-Led Policy: Making Social Science  
More Experimental*. The Annals of the American Academy of  
Political and Social Science, Vol. 589. September 2003.

Shadish, William R., Cook, Thomas D., and Campbell, Donald T.  
*Experimental and Quasi-Experimental Designs for Generalized  
Causal Inference*. New York: Houghton-Mifflin, 2001.

Subtopics in the Course:

Don't Use Metaphors

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March 31

PART 6  
MULTIPLE METHODS  
-Design of Research-

Triangulation  
Case Studies

Assigned

Bryman, *Research Methods and Organization Studies*, pp. 170-87

Additional Sources:

Bridges: Mixed Methods Network for Behavioral, Social, and Health

Sciences: <http://www.fiu.edu/~bridges>

Gorard, Stephen, with Taylor, Chris. *Combining Methods in Educational and Social Research*. England: Open University Press, 2004.

Ragin, Charles C., and Becker, Howard S., eds. *What Is a Case? Exploring the Foundations of Social Inquiry*. New York: Cambridge University Press, 1992.

Tashakkori, Abbas, and Teddlie, Charles. *Handbook of Mixed Methods in Social and Behavioral Research*. Thousand Oaks: Sage Publications, 2003.

Webb, Eugene J, et al. *Unobtrusive Measures*. Rev. ed. Thousand Oaks, Calif.: Sage, 2000.

Yin, Robert K. *Applications of Case Study Research*. 2<sup>nd</sup>. ed. Thousand Oaks, Calif. Sage, 2003.

Yin, Robert K., *Case Study Research: Design and Methods*. 3<sup>rd</sup> ed. Newbury Park: Sage Publications, 2003.

Subtopics in the Course:  
Investigate Surprises

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April 7

PART 7  
QUALITY MANAGEMENT METHODS OF DATA COLLECTION  
AND  
DESIGNS OF RESEARCH

Observation  
Experiments  
Documents and Archives

Root Cause Analysis

Flow Chart  
Cause and Effect Diagram—Fishbone Diagram  
Pareto Chart  
Run Chart—Trend Chart  
Control Chart

Action Research

Additional Sources:

American Society for Quality (ASQ): [www.asq.org](http://www.asq.org)  
Bauer, John E., Duffy, Grace L. and Westcott, Russell T. eds. *The Quality*

- Improvement Handbook*. Milwaukee, Wis.: ASQ Quality Press, 2002.
- Brassard, M. *The Memory Jogger Plus +: Featuring the Seven Management and Planning Tools*. Salem, New Hampshire: Goal/QPC, 1996.
- Deming, W. Edwards. *Out of the Crisis*. Cambridge, Mass.: MIT, 1982, 1986.
- Koehler, Jerry W. and Pankowski, Joseph M. *Continual Improvement in Government: Tools & Methods*. Delray Beach, Fla.: St. Lucie Press, 1996.
- Mears, Peter. *Quality Improvement Tools & Techniques*. New York: McGraw-Hill, 1994.
- Rooney, James J., and Heuvel, Lee Vanden. "Root Cause Analysis for Beginners". *Quality Progress*. (July 2004), pp. 45-53.
- Root Cause Analysis Handbook: A Guide to Effective Incident Investigation*. 2005 Edition. By ABS Consulting. Published by Rothstein Associates, Inc.
- Swanson, Roger. *The Quality Improvement Handbook: Team Guide to Tools and Techniques*. Delray Beach, Fla.: St. Lucie Press, 1995.
- Taque, Nancy R. *Quality Toolbox*. 2<sup>nd</sup> ed. Milwaukee, Wis.: ASQ Quality Press, 2005.
- Wilson, P. E., Dell, L. D., and Anderson, G. F. *Root Cause Analysis: A Tool for Total Quality Management*. Milwaukee, Wisconsin: ASQC Quality Press, 1993.
- <http://www.bill-willson.net/root-cause-analysis>

Subtopics in the Course:

Advance Ethical Behavior by Modifying the Environment

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 April 14

PART 8  
 FORMAL MODELS  
 --Design of Research--

**Invited Speaker: TBA**

Building and Testing Models  
 Computer Simulation

Assigned:

Bryman, *Research Methods and Organizational Studies*, pp. 218-20

Additional Sources:

Bendor, Jonathan. "Formal Models of Bureaucracy: A Review". In Naomi



- B. Lynn and Aaron Wildavsky, eds., *Public Administration: The State of the Discipline*. Chatham, New Jersey: Chatham House Publishers, 1990, pp. 373-417.
- Carroll, John S., and Johnson, Eric C. *Decision Research: A Field Guide*. Newbury Park, Calif.: Sage Publications, 1990.
- Dooley, Kevin. "Simulation Research Methods". In Joel A. C. Baum, ed. *Companion to Organizations*. Malden, Maine: Blackwell Publishing, 2002, pp. 829-48.
- Fiorina, Morris P. "Formal Models in Political Science". *American Journal of Political Science*, Vol. 19, No. 1, pp. 133-159.
- Gilbert, Nigel, and Troitzsch, Klaus G. *Simulations for the Social Scientist*. Buckingham: Open University Press, 1999.
- Gilbert, Nigel, and Doran, Jim. *Simulating Societies: The Computer Simulation of Social Phenomena*. London: UCL Press, 1994.
- Hammond, Thomas H., and Knott, Jack H. "Who Controls the Bureaucracy?: Presidential Power, Congressional Dominance, Legal Constraints, and Bureaucratic Autonomy in a Model of Multi-Institutional Policy-Making", *The Journal of Law, Economics & Organization* (April 1996), Vol. 12, No. 1, pp. 119-66.
- Heikkila, Tanya, and Isett, Kimberley Roussin. "Modeling Operational Decision Making in Public Organizations: An Integration of Two Institutional Theories", *American Review of Public Administration* (March 2004), Vol. 34, No. 1, pp. 3-19.
- Journal of Artificial Societies and Social Simulation*:  
<http://www.soc.surrey.ac.uk/JASSS.html>
- Knott, Jack H., and Hammond, Thomas H. "Formal Theory and Public Administration". In *Handbook of Public Administration*, B. Guy Peters and Jon Pierre, eds. London: Sage Publications, 2003, pp. 138-48.
- Merriam Laboratory, University of Illinois at Urbana-Champaign:  
<http://www.merriam.uiuc.edu/about.html>
- Morton, Rebecca B. *Methods and Models: A Guide to the Empirical Analysis of Formal Models in Political Science*. New York: Cambridge University Press, 1999.
- National Science Foundation, Empirical Implications of Theoretical Models: [http://www.nsf.gov/news\\_summ.jsp?cntn\\_id=100395](http://www.nsf.gov/news_summ.jsp?cntn_id=100395)

Subtopics in the Course:

Consider Effects of Funding

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 April 21

PART 9

DOCUMENTS, ARCHIVES, AND THE INTERNET  
--Method of Data Collection--

**Invited Speaker: TBA**

Primary and Secondary Documents

Content Analysis

Budget Analysis

Principles of Accounting

File Based Research

Internet Research

Images and Sounds

Assigned:

Lee, *Unobtrusive Methods in Social Research*, pp. 63-141.

Bryman, *Research Methods and Organizational Studies*, pp. 149-51, 188-99

Additional Sources:

Anton, Thomas J., Cawley, Jerry P., and Kramer, Kevin L. *Moving Money: An Empirical Analysis of Federal Expenditure Patterns*. Cambridge, Mass.: Oelgeschlager, Gunn & Hain, 1980.

Bauer, Martin W. and Gaskell, George. *Qualitative Researching with Text, Image and Sound: A Practical Handbook for Social Research*. London: Sage Publications, 2000.

Cool, K. O., Dierick, L., and Szulanski, G. "Diffusion of Innovations within Organizations: Electronic Switching in the Bell System, 1871-1982". *Organization Science*. (1997), Vol. 8, No. 5, pp. 543-59.

Harris, Luther S. *Around Washington Square: An Illustrated History of Greenwich Village*. Baltimore: Johns Hopkins University Press, 2003.

Herman, Edward S., and Chomsky, Noam. *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon, 1988, 2002.

Hill, Michael R. *Archival Strategies and Techniques*. Thousand Oaks, Calif.: Sage Publications, 1993.

King, Gary, and Ragsdale, Lyn. *The Elusive Executive: Discovering Statistical Patterns in the Presidency*. Washington, D.C.: CQ Press, 1988.

Krippendorff, Klaus. *Content Analysis: An Introduction to Its Methodology*, 2<sup>nd</sup> ed. Thousand Oaks, Calif.: Sage Publications, 2003.

Miner, Anne S. "Idiosyncratic Jobs in Formalized Organizations". *Administrative Science Quarterly*. (1987), Vol. 32, No. 3, pp. 327-51.

Miner, Anne S. "Structural Evolution through Evolutionary Jobs". *Organization Science*. (1990), Vol. 1, No. 2, pp. 195-205.

Miner, S. A. "Organizational Evolution and the Social Ecology of Jobs". *American Sociological Review*. (1991), Vol. 56, No. 6, pp. 772-85.

Moynihan, Donald P. "Managing for Results in State Government: Evaluating a Decade of Reform", *Public Administration Review* (January/February 2006), Vol. 66, No. 1, pp. 77-89.

Neuendorf, Kimberly A. *The Content Analysis Guidebook*. Thousand Oaks, Calif.: Sage Publications, 2002.

Prior, Lindsay. *Using Documents in Social Research*. London: Sage Publications, 2003.

Public Documents. A section in *Public Administration Review*, beginning in 2006. A section devoted to public documents called, TOPS (those other publications) was published in the 1970s, but later dropped.

"A Rights-Based Approach towards Budget Analysis"  
<http://www.ije.org/Website/CustomPages/ACFEB.pdf>

Scott, John. *A Matter of Record: Documentary Sources in Social Research*. Cambridge: Polity Press, 1990.

Transactional Records Access Clearing House (TRAC):  
<http://trac.syr.edu/aboutTRACgeneral.html>

Troy, Tevi. *Intellectuals and the American Presidency: Philosophers, Jesters, or Technicians?* Lanham, MD: Rowman and Littlefield, 2002.

U.S. Department of the Treasury. *Financial Report of the U.S. Government*.

Ventresca, Marc J., and Mohr, John W. "Archival Research Methods". In Joel A. C. Baum, ed., *Companion to Organizations*. Malden, Maine: Blackwell Publishing, 2002, pp. 805-28; and works cited therein.

Weber, Robert Philip. *Basic Content Analysis*. 2<sup>nd</sup> ed. Newbury Park, Calif.: Sage Publications, 1990.

Women's Budget Group [http://www.wbg.org.uk/GBA\\_how.htm](http://www.wbg.org.uk/GBA_how.htm)  
<http://www.budgetanalyst.com/Analyst.htm>  
[http://www.managementhelp.org/finance/np\\_fnce/np.htm](http://www.managementhelp.org/finance/np_fnce/np.htm)

Subtopics in the Course:

Construct Descriptions the Provide Solutions

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April 28

PART 10

COMPARISON

--Design of Research--

**Invited Speaker: TBA**

Ideal Types  
Structural-Functional Analysis

Additional Sources:

- Baker, Randall, ed., *Comparative Public Management: Putting U.S. Public Policy and Implementation in Context*. Westport, Conn.: Greenwood Publishing Group, 1994.
- Blondel, Jean. *World Leaders: Heads of Government in the Postwar Period*. London: Sage Publications, 1980.
- Fried, Robert C. "Comparative Public Administration: The Search for Theories". In Naomi B. Lynn and Aaron Wildvasky, eds., *Public Administration: The State of the Discipline*. Chatham, New Jersey: Chatham House Publishers, 1990, pp. 318-44.
- Heady, Ferrel. *Public Administration: A Comparative Perspective*. 2<sup>nd</sup> ed. Revised. New York: Marcek Dekker, 1979.
- Heideheimer, Arnold J., Helco, Hugh, and Adams, Carolyn Teich. *Comparative Public Policy: The Politics of Social Choice in Europe and America*. 3<sup>rd</sup> ed. New York: St. Martin's Press, 1990.
- Kennett, Patricia, ed. *A Handbook of Comparative Social Policy*. New Edition. Northampton, Mass.: Edward Elgar Publishing, 2006.
- Koppell, Jonathon G. G. *The Politics of Quasi-Government: Hybrid Organizations and the Dynamics of Bureaucratic Control*. Cambridge, United Kingdom: Cambridge University Press, 2003.
- Mosher, Frederick C. *A Tale of Two Agencies: A Comparative Analysis of the General Accounting Office and the Office of Management and Budget*. Baton Rouge: Louisiana State University, 1984.
- Oyen, Else, ed. *Comparative Methodology: Theory and Practice in International Research*. London: Sage Publishing, 1990.
- Prindle, David. "Head of State and Head of Government in Comparative Perspective", *Presidential Studies Quarterly* (1991), pp. 55-71.
- Rainey, Hal, and Bozeman, Barry. "Comparing Public and Private Organizations: Empirical Research and the Power of the A Priori", *Journal of Public Administration Research and Theory*. (April 2000), Vol. 10, No. 2, pp. 447-70.
- Serge, Sandro. Translated by Nora Ster. *Controlling Illegal Drugs: A Comparative Study*. New York: Aldine de Gruyter, 2003.
- Smelser, Neil J. *Comparative Methods in the Social Sciences*. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1976.
- Wildvasky, Aaron. *Budgeting: A Comparative Theory of Budgetary Processes*. Second, Revised Edition. New Brunswick: Transaction Books, 1986.

Subtopics in the Course:

Accept the Implications of What Is Known