Theory and methods of social research

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Any reader of social science literature will be struck by the immense variety of methods and conceptual systems used. Any single problem seems to admit numerous approaches, and relative to natural science, methodology is heavily emphasized. Too many viewpoints compete for too few established facts. There is a tendency for social scientists to feel that original research requires original methods: a proliferation of parameters and scales is the result. Whatever the reasons for this state of chaos, a unified presentation of the field of methodology is needed. Here the greatest need lies in the middle range of method. In existing manuals, the technicalities of, e.g., sample surveys, content analysis, and data processing are well described. But these need to be related and compared, evaluated and criticized. Also, connections should be established with the difficult task of theory-formation. This book presents the theory and methods of social research as a whole. Unification is obtained by the basic concept of the data matrix. The units and variables to be explored are given by the research strategy. Data collection is viewed as an effort to fill the data matrix with values, one for each combination of unit and variable. By data processing the matrix is brought on a form suitable for analysis. Analysis itself is treated step by step from simple tabulation and computation of parameters through hypothesis-formation to theory-building. The proper role of statistical inference is analyzed, using a distinction between substantive hypotheses and generalization hypotheses. The level of treatment is in general advanced. A knowledge of the more elementary methods and techniques is presupposed throughout. While applicable as a textbook close to the Ph.D. level, this book should find its main use as a comprehensive guide and reference work.

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Social research methods. Prepared by: (Module I & II) Dr. Mahesh C. Assistant Professor Department of Sociology Zamorians Guruvayurappan College Calicut. Ø Research verifies and tests existing facts and theory. Ø Research helps us to improve our knowledge and ability to handle situation. Ø General laws developed through research may enable us to make reliable predictions of. Finally, social representation theory is compared to theories of attitude, schemata and social cognition. Social representations. Social representation theory is a social psychological framework of concepts and ideas to study psychosocial phenomena in modern societies. It maintains that social psychological. The study of social representations has entailed an intensive discussion of research methods. Because the theory of social representations sets out to overcome the dichotomies between individual and social as well as between subjective and objective, there has been an.