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<i>Jess L. Gregory, EdD, Southern Connecticut State University</i>	
This exercise will help you narrow the focus of your research, identify contributing factors, and clarify the relationships among concepts.	
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<i>Theresa Marchant-Shapiro, Southern Connecticut State University</i>	
This exercise will introduce you to the concept of sampling.	
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<i>Jennifer Murphy, California State University, Sacramento</i>	
This exercise will help you learn and apply the four common sampling methods for quantitative data analysis, namely simple random, systematic, cluster, and stratified.	
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<i>Beth Pamela Skott, University of Bridgeport</i>	
This exercise is designed to help you visually understand how all the concepts in your research relate to one another and make it easier to write a literature review that is not a series of "book reports."	

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REVIEWING MAJOR CONCEPTS IN RESEARCH METHODS
THROUGH AN EXPERIMENTAL ACTIVITY AND CLASS DISCUSSION 18

Madeleine A. Fugère, PhD, Eastern Connecticut State University; David M. Sianez, PhD, Central Connecticut State University

In this exercise, you will build a structure made of paper under different experimental conditions. You will review such concepts as independent and dependent variables, operational definitions, different types of dependent variables, extraneous variables, between- and within-subjects' designs, one- and two-tailed hypotheses, reliability and validity, experimental versus control groups, and data analysis.

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Matthew Atherton, PhD, California State University, San Marcos

This exercise will help you learn about composite measures, such as scales and indices, as well as scale construction.

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Edward L. Lascher, Jr., California State University, Sacramento

This exercise will help you determine the sequence of variables by drawing a causal map of the relationship among a specified set of independent variables and a specific dummy dependent variable.

PAPER AIRPLANES, FLYING THROUGH VARIABLES 30

Jess L. Gregory, EdD, Southern Connecticut State University

This activity uses paper airplanes to demonstrate independent and dependent variables and to help you write directional and null hypotheses.

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Dr. Connie Hassett-Walker, Kean University

This exercise gives you practice in both probability (cluster) sampling and writing survey questions, in preparation for an original research study.

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Amy Cass, California State University, Fullerton

For this exercise you will view the documentary *Super Size Me*, by Morgan Spurlock, and explore the ways in which it is and is not credible scholarship, thereby applying concepts learned in class to material displayed in everyday life.

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Meridith Pease Selden, PhD, Wilkes University

For this exercise, you will create an informational pamphlet for your college using measures of central tendency and discussing items such as data collection and the sample used.

THE TEACUP OLYMPICS	71
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*Dr. Stan Nussbaum, GMI Research Services
and Wheaton College*

Here, you will develop three quality field research questions in preparation for developing questionnaires for interviews, survey, or another preferred method.

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Judith E. Rosenstein, United States Naval Academy

The purpose of this exercise is to give you a firsthand experience at doing ethnomethodological research (observation, participant observation, interviews, etc.) while also encouraging them to look at their everyday world with a fresh perspective.

FINDING THE FIELD	81
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Sandy Sulzer, University of Wisconsin, Madison

In this exercise, you will dive head first into field observations with little guidance, to better understand the confusion many researchers face in their everyday work.

DO YOU SEE WHAT I SEE? OBSERVATIONAL METHODS ON CAMPUS 86

Venezia Michalsen, PhD, Montclair State University

In this exercise, you will perform unobtrusive observations on campus, applying concepts such as reliability and validity, including inter-rater reliability, triangulation, and operationalization.

SOUTH PARK ANALYSIS 88

Kristin L. Cherry, PhD, Central Methodist University

Here, you will complete a sample analysis of social issues in an episode of *South Park*. This is a capstone assignment, which will help you learn about content analysis while reinforcing the concepts of inter-coder reliability, **generalizability**, objectivity, intersubjectivity, research questions, sampling method, and code sheet.

Chapter 5 Qualitative Methods, Interview/Focus groups 91

RESEARCH PROJECT ON QUALITATIVE DATA CODING
AND ANALYSIS—CHRISTMAS WISHES 93

Chunyan Song, PhD, California State University, Chico

This fun and interactive assignment is designed to provide you with a hands-on learning experience of qualitative data **coding** and analysis. In addition, you will also get practice on conceptualization and quantitative analysis skills using crosstabs.

EXPLORING ETHNOGRAPHY: UNDERSTANDING SPORT COMMUNITIES 96

Diana Tracy Cohen, PhD, Central Connecticut State University

This sport ethnography project will incorporate two methodological approaches, interviewing and observation. Together, these methods will help give you a more comprehensive understanding of people that occupy the specific sport community that they select.

FACILITATING FOCUS GROUPS AND MANAGING THEIR DYNAMICS 99

Sheldon Gen, San Francisco State University

These in-class focus group role plays are designed to give you the opportunity to observe and experience realistic dynamics of focus groups, and to identify useful techniques for facilitating focus groups and managing their discussions.

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Eeva Sointu, Smith College

This exercise gives you hands-on experience with developing and facilitating focus groups and then analyzing the results.

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Diana Tracy Cohen, PhD, Central Connecticut State University

The active interview is a process where the interviewer and interviewee co-construct knowledge through a series of questions and answers. Your task is to select a topic of interest, develop an interview guide, interview respondents, and analyze their findings.

Chapter 6 Quantitative Methods **109**

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Robert J. Youmans, PhD, George Mason University

This activity is designed to help you better understand the concepts of randomization and Likert scales.

CROSS-TABULATION TABLES AND THE RELATIONSHIPS BETWEEN VARIABLES	114
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Anne Kristen Hunter, University of North Carolina at Chapel Hill

This activity is designed to help you learn to assemble and interpret cross-tabulation tables and to illustrate the ways that considering a control variable can influence a bivariate relationship.

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Dr. Olga Clark, University of Hartford

This exercise is an illustration of hypothesis testing with t statistic. You will learn to generate, analyze, and interpret the data. You will also learn how to use SPSS statistical package (or Statistical Package for the Social Sciences), interpret SPSS output, and describe the results.

REGRESSION: CAN IT DETERMINE THE WINNER OF MONDAY NIGHT'S GAME?	132
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Lisa A. Cave, Morehead State University

The purpose of this assignment is to help you think critically about regression estimations and their usefulness while using regression to predict the winner of a Monday night football game.

Chapter 7 Mixed Methods and Triangulation	137
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EXPLORING CAMPUS HISTORY	138
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Mikaila Mariel Lemonik Arthur, Rhode Island College

This exercise will help you get to know your campus better while applying research methods concepts, such as using **archival data** and using inductive research techniques, to generate theory from data and triangulation.

LEARNING BY DOING: DRAFTING AND USING A QUESTIONNAIRE IN TEACHING QUANTITATIVE RESEARCH METHODS TO UNDERGRADUATE STUDENTS	142
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Daniel Stockemer, Assistant Professor, University of Ottawa

The assignment consists of a semester-long group project, which will give you the opportunity to practically apply your quantitative research skills. Over the course of the semester, you will be expected to draft original questionnaires, solicit 40 respondents of your survey, and perform three exercises with your data (i.e., respectively, one exercise on descriptive statistics, means testing/correlation, and regression analysis).

ETHNOGRAPHIC RESEARCH PROJECT	145
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K. Jill Fleuriet, The University of Texas at San Antonio

This semester-long ethnographic project focuses on the practice of ethnography in all major forms. The project focuses on inductive research designs.

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