

SOM 804  
RESEARCH METHODS  
FALL 2007

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The following are the texts for the course, and these can be purchased at the Textbook Annex:

The main text is Schwab, *Research Methods for Organizational Studies*, Second Edition.

We will use one monograph from the Sage Series: *Summated Rating Scale Construction* by Spector.

We will also read Kuhn's, *The Structure of Scientific Revolutions*, (Third Ed.).

Another book, which you will use a great deal, is Gold's, *Principles of Psychological Research*. I will make copies of the chapters being used.

We will take a look at some chapters from a text I used a few years ago: Kerlinger and Lee, *Foundations of Behavioral Research*.

The purpose of this course is to acquaint students with various research methods/techniques and the scientific approach to problem solving. The course is a mixture of readings, lectures, discussions, and assignments in empirical research with a focus on providing skills necessary to conduct research. Generally, I will introduce a new section or topic with one or more lectures. Then we will read journal articles related to the research methodologies and strategies of that section, and class discussions of these articles will follow.

The first part of the course covers the scientific method and a model of the research process. The second part covers research design with a focus on experiments, quasi-experiments, and surveys. The third part of the course covers measurement issues and techniques such as reliability, validity, and scaling. Finally, we look at philosophy of science, a classic text by Kuhn, some alternative paradigms, and qualitative research.

Grading will be based on a midterm, final, two major project assignments, and class discussions.

The two assignments involve developing your own research design or methodology for selected problems and hypotheses. The methodology used to investigate the hypotheses may include: the research design, the sample or respondents, procedures for the study, data collection, description of the variables, and the process by which you will analyze the data. The conclusion should be the strengths and weaknesses of your design.

The exam questions will be given to you prior to the exam date. Only a subset of these questions will become the exam.

The following course outline of readings should be considered tentative as new readings may be introduced and announced at a later time while some of those listed below may be discarded.

## COURSE OUTLINE

### Section I **Introduction to the Research Process**

First and Second Week (9/4-9/13) Scientific Approach

Schwab, *Research Methods for Organizational Studies* – Chapters 1 and 2

Moore, "The Cholesterol Myth" (Handout)

Martin, "A Garbage Model of the Research Process" (Handout)

### Section II **Research Design**

Third and Fourth Weeks (9/18-9/27) Designing Research, Experimental Research Designs, and Internal and External Validity

Schwab, *Research Methods for Organizational Studies* – Chapters 5, 6, 14 pp. 203-208

Gold, *Principles of Psychological Research* - Chapters 8 and 10 (Handouts)

Kerlinger and Lee, *Foundations of Behavioral Research* - Chapters 18-19, 21 (optional)

Fifth and Sixth Weeks (10/2-10/9) Hypothesis Testing, Analysis of Variance, Effect Size and Power, Meta-analysis

Schwab, *Research Methods for Organizational Studies* – Chapters 10, 12-13, 14

pp. 208-216

Gold, *Principles of Psychological Research* - Chapters 6 and 7 (Handout)

Article on Power by Cohen (Handout)

"Knee Deep in the Big Muddy: A Study of Escalating Commitment to a Chosen Course of Action" by Staw (Handout)

Sixth and Seventh Weeks (10/11-10/16) Quasi-Experiments

Cook, Campbell, & Peracchio, Quasi Experimentation. In the *Handbook of Industrial & Organizational Psychology*, Second Edition, Volume 1. (Handout)

Article for discussion - to be announced

Seventh and Eighth Weeks (10/18-10/23) Non-experimental Designs, Sampling and Surveys

Schwab, *Research Methods for Organizational Studies* – Chapter 7

Henry, Sample Selection Approaches in Practical Sampling (Handout)

Eighth and Ninth Weeks (10/25-10/30) Review and Exam; the exam is tentatively scheduled for 10/31

McGrath, "Dilemmatics: The Study of Research Choices and Dilemmas" (Handout)

### Section III **Measurement and Methods of Observation**

Ninth and Tenth Weeks (11/1-11/15) Measurement, Reliability, and Construct Validity

Carmines & Zeller, *Reliability and Validity Assessment*, Sage series - pp. 1-51 (Handout)

Schwab, *Research Methods for Organizational Studies* – Chapter 3

Gold - Chapter 3 (Handout)

Examples of Construct validity (Handout)

Eleventh and Twelfth Weeks (11/20-11/29) Scale Construction and Attitude

## Measurement

Spector, *Summated Rating Scale Construction* (Sage series)

Hinkin, "A Brief Tutorial on the Development of Measures of Use In Survey Questionnaires" (Handout)

Schwab, *Research Methods for Organizational Studies* – Chapter 4

Richins on Materialism (Handout)

## Section IV **Philosophy of Science and Scientific Revolutions**

Thirteenth and Fourteenth Weeks (12/4-12/13) Scientific Revolutions, Paradigms, Qualitative Research, and Review

Kuhn, *The Structure of Scientific Revolutions*

Morgan & Smircich, "The Case for Qualitative Research", *Academy of Management Review*, 1980 (Handout)

Burrell & Morgan, *Sociological Paradigms and Organisational Analysis* (pp. 1-37) (Handout)

Jick, "Mixing Qualitative and Quantitative Methods: Triangulation in Action", *Administrative Science Quarterly*, 1979 (Handout)

Qualitative articles to be announced