

**L2929 Week 05: Quantitative, Qualitative, and Experimental Methods**  
**Essential Readings Questions to Consider**

Classes: Thursdays, 11:00 – 13:00, LT313

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Office Hours: Thursdays, 16:00 – 17:00, MC431

**Essential Reading Key Questions:**

1. What are the main findings presented in Campbell and Cowley's article?
  - a) How is the survey experiment that they use designed?
  - b) What are some advantages and disadvantages of their survey experimental approach? Would you amend their approach in any way? If so, how?
  - c) How convinced are you by the results? Do you think that they reflect the reality of how people choose candidates in elections?
2. How does Gerring define a case study? Within this definition, what are some examples of different kinds of case study?
  - a) How does Gerring categorise different research designs?
  - b) What are the strengths and weaknesses of case studies that Gerring outlines? What methods could complement these strengths and weakness?
  - c) Gerring argues that '[m]ethods that seem quite dissimilar in design bleed into one another when put into practice. There are few "pure" methods. And this is probably a good thing.' To what extent do you agree with this? Why?
3. What are the main challenges when trying to identify contagion effects that Nickerson sets out to address?
  - a) How did he design his experiment to address those challenges?
  - b) What are some advantages and disadvantages of field experiments compared to survey experiments?
  - c) What are the external validity issues that Nickerson outlines? Do you think that these apply to experimental methods more generally?
  - d) How convinced are you by his findings? Why?
4. What challenges faced by interviewers are outlined by Roulston, deMarris and Lewis? What other potential challenges might one face when interviewing?
  - a) What are the different types of interview that they mention?
  - b) Do you think a more conversational or more formal approach to interviewing is preferable? Why?

**Essential Readings Further Questions:**

5. What practical considerations should one consider when choosing the most appropriate methods for a research project?

6. Overall, what are strengths and weaknesses of quantitative, qualitative, and experimental methods?
  - a) How can those strengths and weaknesses be addressed?
7. What methods have not been addressed in the readings considered this week?

Essential Readings for Next Week:

- Giacomo Benedetto and Simon Hix (2007), 'The Rejected, the Ejected, and the Dejected: Explaining Government Rebels in the 2001-2005 British House of Commons', *Comparative Political Studies*, Vol. 40, No 7, pp. 755-781.  
<https://doi.org/10.1177/0010414006299095>.
- Diane Bolet (2021), 'Drinking Alone: Local Socio-Cultural Degradation and Radical Right Support—The Case of British Pub Closures', *Comparative Political Studies*, Vol. 54, No. 9, pp. 1653-1692. <https://doi.org/10.1177/0010414021997158>.
- Alan S. Gerber, Donald P. Green, and Christopher W. Larimer (2008), 'Social Pressure and Voter Turnout: Evidence from a Large-Scale Field Experiment', *American Political Science Review*, Vol. 102, No. 1, pp. 33-48.  
<https://doi.org/10.1017/S000305540808009X>.

Note: the essential readings are all available via the L2929 page on Myplace.