

L2929 Political Behaviour

Week 5 – Methods: Qualitative, quantitative and experimental

Essential Reading

- Rosie Campbell and Philip Cowley (2014), 'What Voters Want: Reactions to Candidate Characteristics in a Survey Experiment', *Political Studies*, Vol. 62, No. 4, pp. 745-765. <https://doi.org/10.1111/1467-9248.12048>.
- John Gerring (2004), 'What Is a Case Study and What Is It Good for?', *American Political Science Review*, Vol. 98, No. 2, pp. 341-354. <https://doi.org/10.1017/S0003055404001182>.
- David W. Nickerson (2008), 'Is Voting Contagious? Evidence from Two Field Experiments', *American Political Science Review*, Vol. 102, No. 1, pp. 49-57. <https://doi.org/10.1017/S0003055408080039>.
- Kathryn Roulston, Kathleen deMarris and Jamie B. Lewis (2003), 'Learning to Interview in the Social Sciences', *Qualitative Inquiry*, Vol. 9, No. 4, pp. 643-668. <https://doi.org/10.1177/1077800403252736>.

Further Reading

Paradigms and debates:

- Alan Bryman (2006), 'Paradigm Peace and the Implications for Quality', *International Journal of Social Research Methodology*, Vol. 9, No. 2, pp. 111-126. <https://doi.org/10.1080/13645570600595280>.
- Andrew Gelman and Gary King (1993), 'Why Are American Presidential Election Campaign Polls So Variable When Votes Are So Predictable?', *British Journal of Political Science*, Vol. 23, No. 4, pp. 409-451. <https://doi.org/10.1017/S0007123400006682>.
- Paul M. Kellstedt and Guy D. Whitten (2009), *The Fundamentals of Political Science Research* (Cambridge, Cambridge University Press). <https://suprimo.lib.strath.ac.uk/permalink/f/1vm6dnl/SUALMA2193628610002996>.
- Gary King (1986), 'How Not to Lie with Statistics: Avoiding Common Mistakes in Quantitative Political Science', *American Journal of Political Science*, Vol. 30, No. 3, pp. 666-687. <https://doi.org/10.2307/2111095>.
- Gary King, Robert O. Keohane and Sidney Verba (1994), *Designing Social Inquiry: Scientific Inference in Qualitative Research* (Princeton, NJ, Princeton University Press). <https://suprimo.lib.strath.ac.uk/permalink/f/12er6ft/SUALMA5174414190002996>.
- Marcus Kreuzer (2010), 'Historical Knowledge and Quantitative Analysis: The Case of the Origins of Proportional Representation', *American Political Science Review*, Vol. 104, No. 2, pp. 369-392. <https://doi.org/10.1017/S0003055410000122>.

Paradigms and debates (continued):

- Jürgen Rehm, Thomas K. Greenfield, Gordon Walsh, Xiaodi Xie, Lynda Robson and Eric Single (1999), 'Assessment methods for alcohol consumption, prevalence of high risk drinking and harm: a sensitivity analysis', *International Journal of Epidemiology*, Vol. 28, No. 2, pp. 219-224.
<https://doi.org/10.1093/ije/28.2.219>.
- Daniel Rubenson (2021), 'Tie my hands loosely: Pre-analysis plans in political science', *Politics and the Life Sciences*, Vol. 40, No. 2, pp. 142-151.
<https://doi.org/10.1017/pls.2021.23>.

Experimental methods:

- Nicholas Carnes and Noam Lupu (2016), 'Do Voters Dislike Working-Class Candidates? Voter Biases and the Descriptive Underrepresentation of the Working Class', *American Political Science Review*, Vol. 110, No. 4, pp. 832-844. <https://doi.org/10.1017/S0003055416000551>.
- Eline A. de Rooij, Donald P. Green, and Alan S. Gerber (2009), 'Field Experiments on Political Behaviour and Collective Action', *Annual Review of Political Science*, Vol. 12, No. 1, pp. 389-395.
<https://doi.org/10.1146/annurev.polisci.12.060107.154037>.
- Brian J. Ganes, James H. Kuklinski and Paul J. Quirk (2007), 'The Logic of the Survey Experiment Reexamined', *Political Analysis*, Vol. 15, No. 1, pp. 1-20.
<https://doi.org/10.1093/pan/mpl008>.
- Jens Hainmueller, Daniel J. Hopkins and Teppei Yamamoto (2014), 'Causal Inference in Conjoint Analysis: Understanding Multidimensional Choices via Stated Preference Experiments', *Political Analysis*, Vol. 22, No. 1, pp. 1-30.
<https://doi.org/10.1093/pan/mpt024>.
- Leonie Huddy and Nayda Tarkildsen (1993), 'Gender Stereotypes and the Perception of Male and Female Candidates', *American Journal of Political Science*, Vol. 37, No. 1, pp. 119-147. <https://doi.org/10.2307/2111526>.
- Nick Vivyan, Markus Wagner, Konstantin Glinitzer and Jakpb-Moritz Eberl, 'Do humble beginnings help? How politician class roots shape voter evaluations', *Electoral Studies*, Vol. 63. <https://doi.org/10.1016/j.electstud.2019.102093>.

Mixed methods:

- Nigel Fielding (2010), 'Mixed methods research in the real world', *International Journal of Social Research Methodology*, Vol. 13, No. 2, pp. 127-138.
<https://doi.org/10.1080/13645570902996186>.
- Suzanne Hodgkin (2008), 'Telling It All: A Story of Women's Social Capital Using a Mixed Methods Approach', *Journal of Mixed Methods Research*, Vol. 2, No. 4, pp. 296-316. <https://doi.org/10.1177/1558689808321641>.
- Donna M. Mertens (2007), 'Transformative paradigm: Mixed methods and social justice', *Journal of Mixed Methods Research*, Vol. 1, No. 3, pp 212-225.
<https://doi.org/10.1177/1558689807302811>.
- Anthony J. Onwuegbuzie and Nancy L. Leech (2005), 'On Becoming a Pragmatic Researcher: The Importance of Combining Quantitative and Qualitative Research Methodologies', *International Journal of Social Research Methodology*, Vol. 8, No. 5, pp. 375-387.
<https://doi.org/10.1080/13645570500402447>.

Mixed methods (continued):

- Charles Teddlie and Abbas Tashakkori (2009), *Foundations of mixed methods research: integrating quantitative and qualitative approaches in the social and behavioral sciences* (Thousand Oaks, CA, Sage Publications).
<https://suprimo.lib.strath.ac.uk/permalink/f/12er6ft/SUALMA21151056730002996>.

Qualitative methods:

- Nahid Golafshani (2003), 'Understanding Reliability and Validity in Qualitative Research', *The Qualitative Report*, Vol. 8, No. 4, pp. 597-607.
<https://doi.org/10.46743/2160-3715/2003.1870>.
- Steiner Kvale and Svend Brinkmann (2009), *Interviews: Learning the Craft of Qualitative Research Interviewing* (Thousand Oaks, CA, Sage Publications).
<https://suprimo.lib.strath.ac.uk/permalink/f/12er6ft/SUALMA2159469680002996>.
- Robert Thomas (1994), 'Interviewing Important People in Big Companies', *Journal of Contemporary Ethnography*, Vol. 22, pp. 80-96.
<https://doi.org/10.1177/089124193022001006>.

Survey methods:

- Olena Kaminska, Allan L. McCutcheon and Jaak Billiet (2010), 'Satisficing Among Reluctant Respondents in a Cross-National Context', *Public Opinion Quarterly*, Vol. 74, No. 5, pp. 956-984. <https://doi.org/10.1093/poq/nfq062>.
- Jon A. Krosnick (1991), 'Response Strategies for Coping with the Cognitive Demands of Attitude Measures in Surveys', *Applied Cognitive Psychology*, Vol. 5, No. 3, pp. 213-236. <https://doi.org/10.1002/acp.2350050305>.
- Jon A. Krosnick (1999), 'Survey Research', *Annual Review of Psychology*, Vol. 50, No. 1, pp. 537-567. <https://doi.org/10.1146/annurev.psych.50.1.537>.
- Jon A. Krosnick and Stanley Presser (2010), 'Question and Questionnaire Design', in James D. Wright (Ed.) and Peter V. Marsden (Ed.), *Handbook of Survey Research* (Bingley, Emerald), pp. 263-314.
<https://suprimo.lib.strath.ac.uk/permalink/f/12er6ft/SUALMA2162176230002996>.
- Howard Schuman and Stanley Presser (1996), *Questions & Answers in Attitude Surveys: Experiments On Question Form, Wording, And Context* (Thousand Oaks, CA, Sage Publication).
<https://suprimo.lib.strath.ac.uk/permalink/f/12er6ft/SUALMA2138654170002996>.
- S.S. Stevens (1946), 'On the Theory of Scales of Measurement', *Science*, Vol. 103, No. 2684, pp. 677-680. <https://doi.org/10.1126/science.103.2684.677>.
- Roger Tourangeau, Lance J. Rips and Kenneth Rasinski (2000), *The Psychology of Survey Response* (Cambridge, Cambridge University Press).
<https://suprimo.lib.strath.ac.uk/permalink/f/12er6ft/SUALMA2153617210002996>.
- John Zaller and Stanley Feldman (1992), 'A Simple Theory of Survey Response: Answering Questions versus Revealing Preferences', *American Journal of Political Science*, Vol. 36, No. 3, pp. 579-616. <https://doi.org/10.2307/2111583>.