

DEPARTMENT OF CITY AND REGIONAL PLANNING

University of North Carolina at Chapel Hill 27599-3140

**PLAN (PLCY) 801
Design of Policy-Oriented Research
Mondays 2:00-4:30**

**Goldstein
Spring 2007**

Course Description

The principal purpose of this course is to develop understanding and skill in the design of empirical research used in the analysis of policy and planning problems, as well as to develop the ability to critically evaluate policy-related research products. The course will emphasize choosing the *appropriate research design* for given policy and planning *research questions*. The *logic* of the research process and its constituent elements will be emphasized rather than specific techniques of data collection or data analysis.

Class sessions will combine lecture, discussion, and seminar formats, depending upon the particular content. Students are expected to take active roles in class discussions by raising, and responding to, questions and issues, and by preparing research design outlines for selected design problems. For the term project each student will be required to write a detailed research design in the form of a proposal. This paper will be due on April 30. No incompletes (other than for medical reasons) will be given. Course grades will be based upon the final research design project (50%), two research design cases (15% each) and class participation (20%).

Topics

- Overview of the course and relationship of research to policy (1/12)
- Logic and language of empirical research (1/22)
- Concept measurement (1/29)
- The case study and qualitative research designs (2/5)
- Survey research designs (2/12)
- Experimental designs (2/19)
- Quasi-experimental designs (2/26)
- Problem justification and history; Practice research design case (3/5)
- The conceptual framework; Presentation of first research design case (3/19)
- Issues in data collection; Presentation of second research design case (3/26)
- Data analysis I; Presentation of third research design case (4/2)
- Data analysis II (4/9)
- Student presentations of final research design projects (3 sessions) (4/16, 4/23, 4/27)

Principal Texts

William Trochim and James Donnelly, *The Research Methods Knowledge Base*, 3rd edition. Atomic Dog Publishing, 2006.

William R. Shadish, Thomas D. Cook and Donald T. Campbell. *Experimental and Quasi-Experimental Designs*. Boston: Houghton-Mifflin Co., 2002.

Robert Yin. *Case Study Research*, Third Edition. Sage Publications, 2003.

Gary King, Robert O. Keohane, Sidney Verma. *Designing Social Inquiry*, Princeton University Press, 1994.

Course Schedule and Readings

(* = required)

1. Overview of the Course; Relationship of Research to Policy (1/12)

- *a William Trochim and James Donnelly, *The Research Methods Knowledge Base*, Ch. 1.
- *b Allen D. Putt and J. Fred Springer, *Policy Research*, Ch.1, 13, Ch. 2-3 as interested.
- c Ann Majchrzak, *Methods for Policy Research*, Ch. 1.
- d Charles E. Lindblom. "Who Needs What Social Research for Policymaking?" *Knowledge: Creation, Diffusion, Utilization*, Vol. 7, No. 4 (June 1986).
- e A. Etzioni, "Policy Research," *American Sociologist* 6 (June 1971), pp. 8-12.
- f Robert K. Merton, "The Role of Applied Social Science in the Formulation of Policy: A Research Memorandum," *Philosophy of Science* 16 (July 1949), pp. 161-181.
- g Carol H. Weiss (ed.) *Using Social Research in Public Policy Making*, pp. 1-21.
- h Martin Rein and Sheldon H. Shite, "Can Policy Research Help Policy?" *The Public Interest* 49: 119-136.
- i Richard O. Mason and Ian I. Mitroff, "Policy Analysis as Argument" in *Policy Studies Journal* Vol. 9, No. 4, pp. 579-585.

2. Logic and Language of Empirical Research; Validity (1/22)

- *a William Trochim and James Donnelly, *The Research Methods Knowledge Base*, Ch. 6
- *b William Shadish, ThomasCook, and Donald Campbell, *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*. Ch. 1-3, pp. 1-102.
- c Gary King et al. *Designing Social Inquiry*, Ch. 3 (pp. 75-114).
- d Abraham Kaplan, *The Conduct of Inquiry*, chapters 5-7, 38-40, remainder as interested.
- e R. Mayer and E. Greenwood, *The Design of Social Policy Research*, Ch. 2.
- f Peter Rossi and Howard E. Freeman, *Evaluation* (4th ed.), Chapter 5.

3. Concept Measurement (1/29)

- *a. William Trochim and James Donnelly, *The Research Methods Knowledge Base*, Ch.3, Ch.5-6 optional.
- b. A. Putt and J. Springer, *Policy Research*, Prentice-Hall, Ch. 5.
- c. E. Carmines and R. Zeller, *Reliability and Validity Assessment*, Sage Publications, Ch. 1-4.
- d. H. Blalock, Jr. "The Measurement Problem: A Gap Between the Language of Theory and Research," in H.M. Blalock, Jr., *Methodology in Social Research*.

4. Case Study, Comparative Method and Qualitative Research Designs (2/5)

- *a. Robert K. Yin, *Case Study Research*, Third edition. Chapters 1, 2, browse remainder as interested.
- *b. Gary King et al., *Designing Social Inquiry*. Browse chapters 1, 2 and read chapter 4 (pp. 115-149).
- c. William Trochim and James Donnelly, *The Research Methods Knowledge Base*, Ch. 8.
- d. Charles Ragin, *The Comparative Method*, 1989. Ch. 1-3.
- e. Joe R. Feagin, *A Case for the Case Study*, pp. 1-79.
- f. Arend Lijphart, "Comparative Politics and Comparative Method," *American Political Science Review* 65 (1971): 682-693.
- g. Donald T. Campbell, "'Degrees of Freedom' and the Case Study," *Comparative Political Studies*, Vol. 8 No. 2, July 1975.

Examples of some of the classic case studies in planning and policy analysis

National Advisory Commission on Civil Disorders, *Report of the National Advisory Commission on Civil Disorders*.

- . M. Meyerson and E. Banfield, *Politics, Planning and the Public Interest*, The Free Press, 1955.

Alan A. Altshuler, *The City Planning Process - A Political Analysis*. Cornell University Press, 1965.

Francine Rabinowitz, *City Politics and Planning*, Atherton Pres, 1969.

Philip Selznick, *TVA and the Grass Roots*, University of California Press, 1949.

Robert Dahl, *Who Governs?*, Yale University Press, 1961.

Bernard J. Frieden and Marshall Kaplan, *The Politics of Neglect: Urban Aid from Model Cities to Revenue Sharing*, MIT Press, 1977.

Herbert J. Gans, "The West End: An Urban Village" and "Methods Used in This Study" in M. Patricia Golden (ed.), *The Research Experience*.

Floyd Hunter, "Methods of Study: *Community Power Structure*" in M. Aiken and P. Mott (eds.), *The Structures of Community Power*, pp. 228-233.

5. Survey Research Designs; The Ecological Fallacy (2/12)

- *a. Earl R. Babbie, *Survey Research Methods*, 3rd edition (1990), pp. 51-64, and Ch. 6 - 7 as interested.
- b. Trochim and Donnelly, Ch. 4.
- c. R. Singleton and Bruce Straits, *Approaches to Social Research*, 3rd edition, Ch. 9.
- d. Herbert Hyman, *Survey Design and Analysis*, Ch. 2. (pp. 60-89).
- e. Herbert M. Blalock, *Causal Inferences in Nonexperimental Research*, pp. 1-60, elsewhere as interested.
- f. Leo Goodman, "Causal Analysis of Data from Panel Studies and Other Kinds of Surveys", *American Journal of Sociology* Vol. 78, No. 5.
- g. W.S. Robinson, "Ecological Correlation and the Behavior of Individuals," *American Sociological Review* (June 1950), pp. 351-357.
- h. L.I. Langbein and A.J. Lichtman, *Ecological Inference*, Sage Publications, 1978.

6. Experimental Designs (2/19)

- *a. Shadish, Cook, and Campbell, Ch. 8, pp.246-278; Ch. 9 as interested.
- *b. Peter Rossi and Howard Freeman, *Evaluation* (4th ed.), Ch. 6.
- *c. *National Job Corps Study*, Executive Summary, 1999.
- d. Trochim and Donnelly, Ch. 9.
- e. Robert Farber and Werner Z. Hirsch, *Social Experimentation and Economic Policy*, pp. 1-47, remainder as interested.
- f. Robert S. Weiss and Martin Rein, "The Evaluation of Broad Aim Programs: Difficulties in Experimental Design and an Alternative," in Carol H. Weiss, *Evaluating Action Programs*.
- g. Alice Rivlin, "How Can Experiments Be More Useful", *American Economic Review* 64 (1974), pp. 346-354.
- h. John P. Gilbert and Frederick Mosteller, "The Urgent Need for Experimentation" in F. Mosteller and D.P. Moynihan, *On Equality of Educational Opportunity*.

Additional Examples of Social Experiments:

- i. Peter H. Rossi and Katherine C. Lyall, *Reforming Public Welfare: A Critique of the Negative Income Tax Experiment*, chapter 2.
- j. Joseph Friedman and Daniel Weinberg (eds) *The Great Housing Experiment* (Sage Publications).

7. Quasi-Experimental Designs (2/26)

- *a. Shadish, Cook, and Campbell, Ch. 4-7 (pp. 103-242).
- b. Trochim and Donnelly, Ch. 10.
- c. Thomas D. Cook, "Quasi-Experimentation, Its Ontology, Epistemology, and Methodology" in G. Morgan, *Beyond Method*, pp. 74-94.
- d. Donald T. Campbell, "Reforms as Experiments" in Carol H. Weiss (eds.) *Evaluating Action Programs*. Also in J. Caporaso and Roos, *Quasi-Experimental Approaches: Testing Theory and Evaluating Policy*.
- e. Leslie L. Roos, Jr. and Hal J. Bohner, "Compliance, Pollution, and Evaluation--A

Research Design" in Caporaso and Roos, pp. 271-304.

- g. Kathryn E. Newcomer and Richard J. Hardy, "Quasi-Experimental Designs in Policy-Impact Analysis" in J. Grumm and S. Wasby (eds.), *The Analysis of Policy Impact*.
- h. H. Paul Friesema et al., *Aftermath--Communities After Natural Disasters*, Sage Publications, 1979, especially chapter 3.

8. Research Problem Justification and History; Practice Research Design Problem (3/5)

- *a. Robert Mayer and Ernest Greenwood, *The Design of Social Policy Research*, chapters 5-6.
- *b. Ann Majchrzak, *Methods for Policy Research*, chapter 2.
- *c. Lillian Ripple, "Problem Identification and Formulation" in Norman Polansky, ed., *Social Work Research*.
- d. Harris M. Cooper, *The Integrative Research Review*, chapters 1, 2.
- e. Robert K. Merton, "The Role of Applied Social Science in the Formation of Policy: A Research Memorandum", *Philosophy of Science*, 16 (1949): 161-181.
- f. Alvin Gouldner, "Explorations in Applied Social Science" in A. Gouldner and S.M. Miller, *Applied Sociology*.
- g. Gareth Morgan, *Beyond Method*, chapter 1, "Research as Engagement."

9. The Conceptual Framework; Statement of Research Objective; Design Problem 1 (3/19)

- *a. Robert Mayer and Ernest Greenwood, *The Design of Social Policy Research*, chapter 7-8 (pp. 121-168).
- *b. Ann Majchrzak, *Methods for Policy Research*, chapter 3.
- *c. Norman Blaikie, *Designing Social Research*, pp.58-84.
- d. Julian Simon, *Basic Research Methods in Social Science*, chapter 14 (pp. 193-219).
- e. I.D.J. Bross, *Design for Decision*, chapter 10, "Models".
- f. Hubert M. Blalock, *Theory Construction*, chapters 2-3.

10. Issues in Data Collection; Design Problem 2 (3/26)

- *a. Putt and Springer, *Policy Research*, chapters 6, 9 .
- b. Robert Yin, *Case Study Research*, chapter 4.
- c. Singleton and Straits, *Approaches to Social Research*, chapters 11, 12.
- d. Howard Schuman and Stanley Presser, "The Open and Closed Question," *American Sociological Review* Vol. 44 (1979): 692-712.
- e. Don A. Dillman, *Mail and Internet Surveys, The Tailored Design Method*. John Wiley, 2000.

11. Data Analysis I; Design Problem 3 (4/2)

- *a. Trochim and Donnelly, chapters 12, 14.
- *b. Hanan Selvin, "A Critique of Tests of Significance in Survey Research", *American Sociological Review* 22 (1957), 519-527.
- c. Robert Yin, *Case Study Research*, Third Edition, chapter 5.
- e. John Tukey, *Exploratory Data Analysis* (Addison and Wesley, 1977).
- f. David Hoaglin et al. (eds.). *Exploring Data Tables, Trends and Shapes*. John Wiley, 1985.

12. Data Analysis II (4/9)

- *a. Edward Leamer, "Let's Take the Con Out of Econometrics," *American Economic Review* March 1983.
- *b. Gary King et al. *Designing Social Inquiry*, chapter 5 (pp. 150-207).

13-15. Student Presentations of Research Designs (4/16, 4/23, 4/27)