

# 社會研究文獻

## Chapter 14

*Introduction to Social Research* 5E

# 研究方法

二版

## 基礎理論與技巧

Earl Babbie 原著 林佳瑩 審閱  
蔡毓智、邱泯科、陳佳穎、姜馨彥 合譯



# 14.1 引言

- 有意義的社會科學研究無可避免要與溝通結合。
- 除非能與他人進行有效的溝通，否則社會科學研究是毫無用處的。
- 在閱讀他人報告及撰寫自己的報告時都涉及了某些特別的技巧。



# 14.2 閱讀社會研究

## □ 14.2.1 組織文獻的回顧

- 文獻回顧就是我們了解哪些是已知的，而哪些是未知的途徑。

## □ 14.2.2 期刊與書籍比較

### □ 閱讀期刊文章

#### □ 摘要 (abstract) :

- 一個文章的總結，摘要通常在文章的開頭出現，陳述研究目的、使用的方法及發現。

### □ 閱讀書籍 = 研究專題 (research monograph)

- 一本書籍長度的研究報告，可以是出版的或未出版的



# 14.2 閱讀社會研究

## □ 14.2.3 評估研究報告

- 理論取向
- 研究設計
- 測量
- 抽樣
- 實驗法
- 調查研究
- 田野研究
- 內容分析
- 分析既有的統計
- 比較性與歷史性研究
- 評估研究
- 資料分析
- 報告



# 14.2 閱讀社會研究

## □ 善用網際網路

### □ 搜尋網路

□ 搜尋引擎 (search engine)：設計用來使用特定詞句在網際網路上找到網站的電腦程式。

### □ 評估網路材料的素質

### □ 引用網路材料

□ 假如你使用來自網路的資料，你應該提供引用來源以便你的讀者可以找到原來的材料—以便在脈絡中來看待它們。



Millard Fillmore - **Thirteenth President** of the United States

Biographical fast facts about Millard Fillmore, the **thirteenth President** of the United States.

[americanhistory.about.com/library/fastfacts/blffpres13.htm](http://americanhistory.about.com/library/fastfacts/blffpres13.htm) - 28k - [Cached](#) - [Similar pages](#)

Millard Fillmore - **Thirteenth President** of the United States

Learn all about Millard Fillmore, the **Thirteenth president** of the United States.

[americanhistory.about.com/od/millardfillmore/](http://americanhistory.about.com/od/millardfillmore/) - 16k - [Cached](#) - [Similar pages](#)

Amazon.com: Millard Fillmore: **Thirteenth President** of the United ...

Amazon.com: Millard Fillmore: **Thirteenth President** of the United States (Encyclopedia of Presidents): Books by Jane Clark Casey.

[www.amazon.com/exec/obidos/tg/detail/-/051601353X?v=glance](http://www.amazon.com/exec/obidos/tg/detail/-/051601353X?v=glance) - 53k - [Cached](#) - [Similar pages](#)

President Ronald R. Thomas. **Thirteenth President** of the University ...

The University of Puget Sound is honored to welcome Ronald R. Thomas as its **thirteenth president**, and only its fifth since 1913. ...

[www2.ups.edu/inauguration/inaugurationPresident.html](http://www2.ups.edu/inauguration/inaugurationPresident.html) - 11k - [Cached](#) - [Similar pages](#)

Wilson, Woodrow

Wilson, [Thomas] Woodrow (1856-1924), **thirteenth president** of Princeton, was born December 29, 1856, in Staunton, Virginia, the son of Joseph Ruggles Wilson ...

[etc.princeton.edu/CampusWWW/Companion/wilson\\_woodrow.html](http://etc.princeton.edu/CampusWWW/Companion/wilson_woodrow.html) - 13k - [Cached](#) - [Similar pages](#)

The New ASU Story: Leadership

John W. Schwada was ASU's **thirteenth president**, serving from 1971 to 1981.

He presided over one of the largest growth periods in university history, ...

[www.asu.edu/lib/archives/asustory/pages/18lead.htm](http://www.asu.edu/lib/archives/asustory/pages/18lead.htm) - 4k - Sep 14, 2005 - [Cached](#) - [Similar pages](#)

Millard Fillmore, **Thirteenth President** Of The United States

reference - author, title, language for ISBN051601353X Millard Fillmore, **Thirteenth President** Of The United States.

[my.linkbaton.com/isbn/051601353X](http://my.linkbaton.com/isbn/051601353X) - 3k - [Cached](#) - [Similar pages](#)

**Thirteenth President** of the United States Millard Fillmore - Books ...

journal articles on: **Thirteenth President** of the United States Millard Fillmore

... Take Millard Fillmore, who gave his...money, our **thirteenth president** ...

[www.questia.com/search/Thirteenth-President-of-the-United-States-Millard-Fillmore](http://www.questia.com/search/Thirteenth-President-of-the-United-States-Millard-Fillmore) - 41k - [Cached](#) - [Similar pages](#)

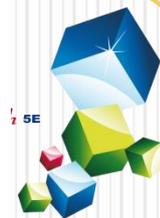
The Library of Congress Shop > Presidents, First Ladies > Millard ...

Millard Fillmore, **Thirteenth President** of the United States, Millard Fillmore,

**Thirteenth President** of the United States Click on image to enlarge ...

[www.loc.gov/shop/index.php?action=cCatalog.showItem&cid=33&scid=229&iid=1019](http://www.loc.gov/shop/index.php?action=cCatalog.showItem&cid=33&scid=229&iid=1019) - 12k - Sep 14, 2005 - [Cached](#) - [Similar pages](#)

圖 14-1 找出「第十三任總統」結果



### Map & Graph: Countries by Health: Infant mortality rate

Our **infant mortality rate** is driven by our high accidental death rate and ... But our relatively high **infant mortality rate** relative to per capita income is ...  
[www.nationmaster.com/graph-T/hea\\_inf\\_mor\\_rat](http://www.nationmaster.com/graph-T/hea_inf_mor_rat) - 99k - Sep 13, 2005 -  
[Cached](#) - [Similar pages](#)

GeographyIQ - World Atlas - Rankings - Infant mortality rate (All ...  
Worldwide **infant mortality rate** (All Ascending) ranking information.  
[www.geographyiq.com/ranking/ranking\\_Infant\\_Mortality\\_Rate\\_aall.htm](http://www.geographyiq.com/ranking/ranking_Infant_Mortality_Rate_aall.htm) - 94k -  
[Cached](#) - [Similar pages](#)

United Nations Statistics Division - Millennium Indicators  
Indicator. 14. **infant mortality rate** (UNICEF-WHO) ... MDG, 1230, **infant mortality rate** (0-1 year) per 1000 live births (UNICEF estimates) · View data ...  
[millenniumindicators.un.org/unsd/mi/mi\\_indicator\\_xrxx.asp?ind\\_code=14](http://millenniumindicators.un.org/unsd/mi/mi_indicator_xrxx.asp?ind_code=14) - 16k -  
[Cached](#) - [Similar pages](#)

CIA - The World Factbook -- Rank Order - Infant mortality rate  
**infant mortality rate** (deaths/1000 live births). Date of Information. 1. Angola, 187.49, 2005 est. 2. Afghanistan, 163.07, 2005 est. ...  
[www.cia.gov/cia/publications/factbook/rankorder/2091rank.html](http://www.cia.gov/cia/publications/factbook/rankorder/2091rank.html) - 92k -  
[Cached](#) - [Similar pages](#)

State Rankings--Statistical Abstract of the United States--Infant ...  
rankings of states for **infant mortality rate**. ... **INFANT MORTALITY RATE** -- 2001. [When states share the same rank, the next lower rank is omitted. ...  
[www.census.gov/statab/ranks/rank17.html](http://www.census.gov/statab/ranks/rank17.html) - 15k - Sep 14, 2005 - [Cached](#) - [Similar pages](#)

Human Development Reports  
**infant mortality rate** (per 1000 live births) The probability of dying between birth and exactly one year of age, expressed per 1000 live births. ...  
[www.undp.org/hdr2003/indicator/indic\\_289.html](http://www.undp.org/hdr2003/indicator/indic_289.html) - 83k - [Cached](#) - [Similar pages](#)

Health, Cuba Reports Record Low Infant Mortality Rate: Cuba News ...  
Health, Cuba Reports Record Low **infant mortality rate**: Cuba News, Cuba Travel, cultural, business news.. Cuba Travel eXPlorer.  
[www.cubaxp.com/modules/news/article-447.html](http://www.cubaxp.com/modules/news/article-447.html) - 45k - [Cached](#) - [Similar pages](#)

infant mortality rate - deaths per 1000 live births - Flags, Maps ...  
**infant mortality rate** - deaths per 1000 live births - Flags, Maps, Economy, Geography, Climate, Natural Resources, Current Issues, International Agreements, ...  
[www.photius.com/wfb/1999/rankings/infant\\_mortality\\_0.html](http://www.photius.com/wfb/1999/rankings/infant_mortality_0.html) - 52k - [Cached](#) - [Similar pages](#)

圖 14-2 搜尋「嬰兒死亡率」結果

[CIA - The World Factbook -- Rank Order - Infant mortality rate](#)

Top banner The **World Factbook** Banner ... **Infant mortality rate** (deaths/1000 live births).

Date of Information. 1. Angola, 187. 49, 2005 est. ...

[www.cia.gov/cia/publications/factbook/rankorder/2091rank.html](http://www.cia.gov/cia/publications/factbook/rankorder/2091rank.html) - 92k -

[Cached](#) - [Similar pages](#)

[CIA - The World Factbook -- United States](#)

Buoyed by victories in **World Wars I and II** and the end of the Cold War in 1991, ... **Infant mortality rate**:. Definition · Field Listing · Rank Order ...

[www.cia.gov/cia/publications/factbook/geos/us.html](http://www.cia.gov/cia/publications/factbook/geos/us.html) - 101k - Sep 13, 2005-

[Cached](#) - [Similar pages](#)

[Global Geografia - World, Demographic statistics: Infant Mortality ...](#)

[www.globalgeografia.com](http://www.globalgeografia.com) - Website about geography.

[www.globalgeografia.com/world/infant\\_mortality\\_rate.htm](http://www.globalgeografia.com/world/infant_mortality_rate.htm) - 6k - [Cached](#) - [Similar pages](#)

[GeographyIQ - World Atlas - Rankings - Infant mortality rate \(All ...](#)

Worldwide **Infant mortality rate** (All Ascending) ranking information.

[www.geographyiq.com/ranking/ranking\\_Infant\\_Mortality\\_Rate\\_aall.htm](http://www.geographyiq.com/ranking/ranking_Infant_Mortality_Rate_aall.htm) - 94k -

[Cached](#) - [Similar pages](#)

[GeographyIQ - World Atlas - Rankings - Infant mortality rate ...](#)

Worldwide Infant mortality rate (Bottom 25) ranking information.

[www.geographyiq.com/ranking/ranking\\_Infant\\_Mortality\\_Rate\\_bottom25.htm](http://www.geographyiq.com/ranking/ranking_Infant_Mortality_Rate_bottom25.htm) - 28k -

[Cached](#) - [Similar pages](#)

[Infant mortality - Wikipedia, the free encyclopedia](#)

**World infant mortality rate** declined from 198 in 1960 to 83 in 2001. However, IMR remained higher in LDCs. In 2001, the **Infant Mortality Rate** for Less ...

[en.wikipedia.org/wiki/Infant\\_mortality\\_rate](http://en.wikipedia.org/wiki/Infant_mortality_rate) - 20k - [Cached](#) - [Similar pages](#)

[List of countries by infant mortality rate \(2005\) - Wikipedia, the ...](#)

This is a list of countries by **infant mortality rate**, based on The **World Factbook**, 2005 estimates.[1]. The **Infant mortality rate** (IMR) is reported as number ...

[en.wikipedia.org/wiki/List\\_of\\_countries\\_by\\_infant\\_mortality\\_rate\\_\(2005\)](http://en.wikipedia.org/wiki/List_of_countries_by_infant_mortality_rate_(2005)) - 35k -

[Cached](#) - [Similar pages](#)

圖 14-3 搜尋「世界嬰兒死亡率」結果



### Evaluating Web Pages: Techniques to Apply & Questions to Ask

Includes checklist form (PDF) that can be used to analyze web sites and pages.

[www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html](http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html) - 46k -

[Cached](#) - [Similar pages](#)

### Kathy Schrock's Guide for Educators - Critical Evaluation Surveys ...

... ..a great site which looks at the different types of pages; **Evaluating Web Sites** ...a rubric and ... **Evaluating Web Sites: What Makes a Web Site Good?** ...

[school.discovery.com/schrockguide/eval.html](http://school.discovery.com/schrockguide/eval.html) - 42k - [Cached](#) - [Similar pages](#)

### Evaluating Web Sites

The User Context: The most important factor when **evaluating Web sites** is your search, your needs. What are you using the Web for? Entertainment? ...

[www.library.cornell.edu/olinuris/ref/research/webeval.html](http://www.library.cornell.edu/olinuris/ref/research/webeval.html) - 11k - Sep 13, 2005 -

[Cached](#) - [Similar pages](#)

#### Five criteria for evaluating Web pages

Evaluation of Web documents, How to interpret the basics. 1. Accuracy of Web Documents.

Who wrote the page and can you contact him or her? ...

[www.library.cornell.edu/okuref/research/webcrit.html](http://www.library.cornell.edu/okuref/research/webcrit.html) - 7k - [Cached](#) - [Similar pages](#)

### Evaluating Web Sites

Lesley is a multi-site University with more than 150 locations throughout the continental United States.

[www.lesley.edu/library/guides/research/evaluating\\_web.html](http://www.lesley.edu/library/guides/research/evaluating_web.html) - 25k - Sep 13, 2005 -

[Cached](#) - [Similar pages](#)

### Evaluation Criteria from "The Good, The Bad & The Ugly: or, Why ..."

A easy to use guide for web evaluation. Lists evaluation criteria with links to actual pages that illustrate each point. The Examples page can be used by ...

[lib.nmsu.edu/instruction/evalcrit.html](http://lib.nmsu.edu/instruction/evalcrit.html) - 10k - [Cached](#) - [Similar pages](#)

### Evaluating Web Sites for Educational Uses

This site contains a list of articles from librarians and other information specialists on Web evaluations. In addition, a checklist for evaluating a Web ...

[www.unc.edu/cit/guides/irg-49.html](http://www.unc.edu/cit/guides/irg-49.html) - 14k - [Cached](#) - [Similar pages](#)

### Evaluating Web Sites for Accessibility

Goals for **evaluating Web sites** vary, and require different approaches to meet those goals:.

Preliminary review can: . identify general kinds of barriers on a ...

[www.w3.org/WAI/eval/Overview.html](http://www.w3.org/WAI/eval/Overview.html) - 31k - [Cached](#) - [Similar pages](#)

圖 14-4 搜尋「評估網站」結果

# 14.3 撰寫研究報告

## □ 14.3.1 一些基本考量

### □ 讀者

- 通常需將科學家與一般讀者作區分。

### □ 報告的長度與型式

- 簡短的研究註記 (research note)
- 工作報告 (working papers)
- 是發表在學術期刊上面的文章
- 書籍



# 14.3 撰寫研究報告

- 報告的目的
  - 某些報告焦點在對某個主題進行探索。
  - 大多數的研究報告均有一個描述性的元素，以反映研究文件中的描述性目的。
  - 許多報告有著解釋性的目的：指出變項間的因果關係。
  - 某些研究報告會提倡某些行動。



# 14.3 撰寫研究報告

## □ 14.3.2 報告的組織

### □ 目的與概述

- 概述通常以摘要的方式呈現。

### □ 文獻回顧

- 就某個主題對之前的目錄作索引。
- 對文獻的回顧也應該聚焦在與當下研究相關的研究上。

### □ 避免剽竊 (plagiarism)

- 當你報告他人作品時，應該告知是何人的作品。



# 14.3 撰寫研究報告

- 研究設計及執行
  - 所有的科學發現都相當依賴資料如何蒐集與分析的方式。
- 分析與詮釋
  - 資料的呈現、資料的操弄、以及你的詮釋，應整合成合乎邏輯的整體。
- 總結與結論
  - 報告應該就你的研究主題事項及未來的研究方向作陳述及下結論。



# 14.3 撰寫研究報告

## 14.3.3 報告分析的指引

- 資料分析呈現應在不造成混亂的情形下，提供大量的細節。
  - 假如你使用的是量化的資料，將它們呈現出來，以便讀者能重新計算它們。
  - 假如你從事的是質化分析，你必須提供足夠的細節，以使你的讀者能有與你一起進行觀察的感覺。
- 整合支持的材料。
- 結論要明確。



# 14.3 撰寫研究報告

## □ 14.3.4 進行出版

- 要在專業期刊上發表論文的話，你需要確定那一個期刊所發表的文章是與你的研究主題相同的。
- 「同儕審查」。
  - 三個或數個匿名的評論人進行審查，並對期刊編輯作出評論與建議。
- 抽印本。



# 14.3 撰寫研究報告

## □ 14.3.5 閱讀與寫作社會研究與倫理

- 文獻的回顧不應朝向偏誤性的特定觀點。
- 研究倫理應是社會科學的基本元素而非只是一個浪漫的美麗想法。



# The End

