Table of contents



doi https://doi.org/10.1075/lal.13.toc

Pages v-xii of **Scientific Methods for the Humanities** Willie van Peer, Frank Hakemulder and Sonia Zyngier [Linguistic Approaches to Literature, 13] 2012. xxii, 328 pp.

© John Benjamins Publishing Company

This electronic file may not be altered in any way. For any reuse of this material written permission should be obtained from the publishers or through the Copyright Clearance Center (for USA: www.copyright.com).

For further information, please contact rights@benjamins.nl or consult our website at benjamins.com/rights



You cannot hope to build a better world without improving the individuals. To that end each of us must work for his own improvement, and at the same time share a general responsibility for all humanity, our particular duty being to aid those to whom we think we can be most useful.

—Marie Curie (1867–1934)

The main things which seem to me important on their own account, and not merely as means to other things, are knowledge, art, instinctive happiness, and relations of friendship or affection.

—Bertrand Russell (1872–1970)

This book is dedicated to our partners-in-life

Table of contents

List	of Figures, Tables and Graphs	XIII
Ackn	nowledgements	XIX
Fore	word	XX
CHAF	PTER 1	
A ne	w beginning	1
1.1	Understanding versus explaining 1	
1.2	Some problems 3	
1.3	Two cultures? 5	
1.4	The scientific study of meaning 6	
1.5	A visit to Wundt's laboratory 8	
1.6	The Wundt curve 9	
1.7	Empirical aesthetics 11	
1.8	The Clockwork Muse 14	
1.9	Complexity 16	
1.10	Why methodology? 18	
	Assignment 21	
	To be carried out before turning to Chapter Two 21	
INTE	RLUDE	
Some	e misconceptions about scientific and empirical research of culture	23
CHAF	PTER 2	
Basic	c insights from the philosophy of science	31
2.1	The word 'science' 31	
2.2	Motion 32	
2.3	Foundations 32	
2.4	Contradictions 33	
2.5	Predictions 34	
2.6	An experiment 35	
2.7	Comparison of theories 36	
2.8	Critique 38	
2.9	White swans, black swans 39	
2.10	A three-stage model 40	

2.11	Immune theories 43			
2.12	The truth? 45			
2.13	Research, an example 46			
2.14	Conclusion 51			
	TER 3			
Resea		53		
3.1	Against monomethodology 53			
3.2	Making a plan for research 56			
	3.2.1 Step 1 56			
	3.2.2 Step 2 57			
	3.2.3 Step 3 57			
	3.2.4 Step 4 57			
	3.2.5 Step 5 58			
3.3	Laying out your conceptual model 59			
	3.3.1 Step 6 59			
3.4	A study of the literature 60			
	3.4.1 Make a plan 60			
	3.4.2 Look for sources 62			
	3.4.3 <i>PsycINFO</i> 64			
	3.4.4 Evaluation 67			
	TER 4	<i>-</i>		
		69		
4.1	Introduction 69			
4.2	Observation research 70			
	4.2.1 Deciding on the type of observation research 71			
	4.2.2 Degree of researcher involvement 73			
	4.2.3 Reduce subject interactivity 74			
	4.2.4 How to avoid observer bias 75			
4.3	Stages in the research 76			
4.4	Think-aloud protocols 78			
4.5	Diary 79			
4.6	Interview 80			
4.7	Focus groups 86			
4.8	Experiment 89			
4.9	Content analysis 92			
4.10	Survey 94			
	4.10.1 Cross-section study 95			
	4.10.2 Panel study 95			
	4.10.3 Trend studies 96			

4.11	4.10.4 Cohort studies 96 What is next? 97	
4.12	Other sources 97	
•	4.12.1 Observations 97	
	4.12.2 Electronic texts 97	
	4.12.3 Concordances 97	
	4.12.4 Analyzing qualitative research material 98	
CHAP	TER 5	
How	to construct a questionnaire	99
5.1	Introduction 99	
5.2	Levels of measurement 101	
5.3	Types of questions 105	
	5.3.1 Checklist 105	
	5.3.2 Multiple choice 107	
	5.3.3 Graphic rating scale 109	
	5.3.4 Itemized rating scale 111	
	5.3.5 Rank-order rating scale 113	
	5.3.6 Constant-sum rating scale and fractionation rating scale 113	
	5.3.7 Likert scale 114	
	5.3.8 Semantic differential scales 115	
5.4	How to formulate a question? 116	
5.5	Questionnaire design 117	
5.6	Instruction 119	
5.7	Layout 119	
5.8	Procedure 120	
	TER 6	
_	riment	123
6.1	Introduction 123	
6.2	Independent and dependent variables 123	
6.3	Designs 126	
	6.3.1 Between-subjects designs 127	
	6.3.2 Within-subjects designs 130	
6.4	Building an experimental design 132	
	6.4.1 Extending on the classical experimental design 133	
	6.4.2 Doing the 'next best thing' 135	
6.5	Control groups 136	
6.6	Estimating validity 138	
	6.6.1 Internal validity 139	
	6.6.2 External validity 143	

10.3 Wilcoxon test for paired samples 238

CHAPTER 7	
How to enter and manipulate data in SPSS	148
7.1 Why use a computer program? 148	
7.2 Start SPSS 149	
7.3 Preparing the Variable View 153	
7.4 Entering the data in Data View 157	
7.5 Manipulating data 159	
7.5.1 Compute: Making new variables based on your data 160	
7.5.2 Recode: Changing the values of your variables 163	
7.5.3 Select Cases: Doing analyses on a subset of your data 165	
7.6 Closing SPSS 167	
CHAPTER 8	
Descriptive statistics	168
8.1 Two measures of descriptive statistics 168	
8.2 Measures of central tendency 169	
8.3 Measures of dispersion 171	
8.4 The normal distribution 174	
8.5 Two distributions 177	
8.6 Descriptive statistics with SPSS 178	
8.7 Cronbach's α 185	
8.8 Graphs 188	
8.8.1 Bar charts 189	
8.8.2 Line graph 195	
8.8.3 Boxplots 195	
8.9 Final words 197	
CHAPTER 9	
Inference statistics: Preliminaries	199
9.1 Introduction 199	-,,
9.2 Errors 200	
9.3 Region of rejection 205	
9.4 Correlations 209	
9.5 Regression analysis 220	
9.6 Outlook 224	
CHAPTER 10	
Inference statistics: Test Selection, <i>t</i> -test and non-parametric equivalents	225
10.1 Which test(s) to choose? 226	
10.2 <i>t</i> -test 232	

10.4	Mann-Whitney ('U	<i>J</i> -Test') for independent	samples	240	
10.5	The Kruskal-Wallis	s test 241			
10.6	Non-parametric tes	sts for related samples	241		
10.7	Crosstabs 242				
10.8	Overview 245				
CHAF	TER 11				
Infer	ence statistics: ANO	VA			246
11.1	Analysis of variance	e 246			
11.2	General Linear Model 256				
11.3	Repeated measures	264			
11.4	Conclusion 273				
СНАР	TER 12				
Com	municating results				275
12.1	Oral presentations	275			
	12.1.1 Submitting	an abstract 276			
	12.1.2 Presenting	yourself 278			
	12.1.3 Organizati	onal aspects 278			
	12.1.4 Preparing	a script 279			
	12.1.5 Speaking to	o an audience 280			
	12.1.6 Discussion	time 282			
	12.1.7 Using med	ia 283			
12.2	Written presentation	ons 285			
	12.2.1 Where to p	oublish 285			
	12.2.2 Structuring	g your paper 286			
	12.2.2.1	Title page 286			
		Keywords 287			
		Abstract 287			
		Introduction 288			
		Method 291			
	12.2.2.6	Results 293			
		Discussion 296			
	12.2.3 Where to b	_			
	•	stic reminders 298			
	•	Pronouns 298			
	12.2.4.2				
		Gender 299			
		Politeness 300			
	12.2.4.5	Tone 300			

	12.2.5	Sources and citing 300		
		12.2.5.1 Citing sources APA style 301		
		12.2.5.2 Citing sources MLA style 302		
	12.2.6	Some words of caution 302		
	12.2.7 Final checklist before submitting 303			
	12.2.8	Submitting your paper 303		
12.3	12.3 Poster sessions 305			
	12.3.1	Preparations 306		
	12.3.2	Graphs, tables, illustrations 308		
	12.3.3	The text 308		
	12.3.4	Making the poster 308		
12.4	Final w	vords 309		
Epilog	gue		310	
Biblio	graphy		317	
Notes	on cont	tributors	321	
Autho	or index		323	
Subje	ct index		325	

Assignments and feedback can be found online at http://dx.doi.org/10.1075/lal.13.assignments



This logo marks the availability of an assignment.