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***Social Science
Research Methods***

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Overview

- Philosophy?
- The Game Plan . . .
- Syllabus & Timetable
- The Big Picture
- What is Philosophy?
- Why does any of this concern us?
- Philosophy of Science
- Some Questions to Ponder

Philosophy?

- What do the robes of a Ph.D. mean?
- What does Ph.D. mean?
 - ★ *Philosophiae Doctor*
- What is philosophy?
 - ★ *Φιλο-σοφια*
 - ★ Love of wisdom
- Why is it important?

Philosophy ?

- “All generalizations are false”
 - ★ Why is this relevant?
 - ★ What grain of ‘truth’ does it contain?
 - ★ Why is it humorous?

Introductions

- Name
- Major
- Year
- Nationality
- Hobbies

The Game Plan . . .

- A little background on philosophy and its branches
- Consideration of the relationship between science and the philosophy of science
- Consideration of the special nature (if any) of social science and its philosophy
- Discussion of the relationships among research, science, and scientific method

The Game Plan . . .

- Framing business research as a social science endeavor
- The role of theory and theory development
- Theory and models
- Constructs and hypotheses
- Operationalization, measurement and reliability
- Validity issues

The Game Plan . . .

- Empirical investigation: experiment, quasi-experiment and non-experiment
- Statistical methods for analysis
- Mediation, moderation, suppression
- Qualitative methods as alternatives
- Social science research methods as applied in business research
 - ★ *We will look at specific papers!*
- Practicing the skills we have learned . . .

Syllabus

- Memorandum
- Contact Information
- Textbooks
- Objectives
- Background
- Grading
- Assignments
- Participation
- Examinations
- Academic Integrity
- Withdrawal Policy
- University Closings
- About the Instructor

Timetable

- Class
- Date
- Topic
- Readings
- Assignments

Timetable

- Philosophy of Science
- Social Science Methods
- Accounting & Organization Management
Research

The Big Picture

- Class participation counts!
- Each week you must submit a list of questions on the readings
- There will be an Essay instead of a Mid-Term
- You will prepare a Research *Proposal*
- The final class will include Proposal presentations
- The main point of the Final Examination is to practice for the Qualifying Examination
- *My role is to facilitate your learning*
- *You should be learning from each other not just from me, and not just by yourself*

The Big Picture

- Clearly the class is designed round the twin assumptions that you will all come to class prepared, and that you will all participate actively
- Trust me, there is no alternative!
- As well as learning new material we will be developing and practicing the professional skills of academic researchers

What is Philosophy?

- An intellectual activity
- A conceptual discipline
- It looks at every aspect of life and asks the 'big' questions
- Conceptual analysis
- Method of doubt
- Phenomenology

What is Philosophy?

- Philosophical questions
- ‘First order’ and ‘second order’ language
 - ★ “A caused B”
 - ★ “What do we mean when we say ‘A caused B’”?
- Two fundamental styles of questions:
 - ★ What is the nature of reality and the structure of the world?
 - ★ What can we know for certain and what makes sound evidence?

Branches of Philosophy

- Metaphysics
- Epistemology (Theory of Knowledge)
- Logic
- Philosophy of Science
- Philosophy of Mind
- Philosophy of Language
- Moral Philosophy (Ethics)
- Social and Political Philosophy
- Philosophy of Religion
- Aesthetics

Metaphysics

- 'After physics' – Aristotle
- Categories
- Substance and accident
- Platonism
- Dualism
 - ★ *Mind/body*
- Ontology
- Causation
- Mereology?

Epistemology

- Knowing that / knowing how
- Knowledge
 - ★ *Justified true belief?*
- Gettier counterexamples

Epistemology

- Belief
- Truth
 - ★ “No theory” theory – disquotation theory
 - ★ Correspondence theory
 - ★ Coherence theory
 - ★ Pragmatic theory
 - ★ Assertability theory
- Justification
 - ★ Evidence
 - ★ Argument

A Preview of Philosophy of Science

- A second order criteriology
- Largely concerned with metaphysics and epistemology
- Is social science different?
 - ★ Explanation v. prediction
 - ★ Choice
 - ★ Folk psychology
 - ★ Reasons and causes
 - ★ Reduction
 - ★ Emergent properties
 - ★ Supervenient properties
 - ★ Are all emergent properties supervenient?

Why does any of this concern us?

- As business researchers
 - * We seek the truth
 - * We look for explanations
 - * Often we look for causes
- Many of the 'preferred' methods we use for these investigations are *scientific*; i.e., we practice science
- How can we expect success if we do not understand what we mean by truth, explanation, cause, nor how what methods are effective for their discovery?
- Reflecting on these questions is the task of the philosophy of science

Why does any of this concern us?

- Did low interest rates really ameliorate the recent economic melt-down?
 - ★ *What does it mean to pose this question?*
 - ★ *How can we investigate it?*
- Similarly, does excessive abuse of discretionary accruals increase or decrease stock prices?
 - ★ *What are the difficulties with articulating and investigating questions like this?*

Why does any of this concern us?

- As academic researchers it is our responsibility
 - ★ Not to take things at face value
 - ★ Not to take anything for granted
 - ★ To sharpen and clarify the ideas used to frame and formulate the questions we investigate
 - ★ To demand, and to supply, reasons for claims made
 - ◆ Theoretical
 - ◆ Empirical

Why does any of this concern us?

- As academic researchers it is our responsibility
 - ★ To require evidence not anecdote
 - ★ To develop inquiring attitudes
 - ★ To use our experience of the business world to inform, not to subvert, true research
 - ★ To understand that research is a discipline requiring skill, methods, application . . . and good fortune
 - ★ To hypothesize . . . and to test . . .
 - ★ . . . and sometimes, to explain, to predict, and to control
 - ★ To develop a philosophical attitude

Why does any of this concern us?

- Be aware that, commonly, different researchers, at different times, may use the same terms and expressions to mean different things . . . and reach different conclusions
- When you read, be demanding as to what key terms mean
- When you write research papers, be clear as to what key terms mean
- Beware, words are tricky . . .

Why does any of this concern us?

- Consider the meaning of:
 - ★ Scientific methods
 - ★ Philosophical methods
 - ★ Historical methods
- Are the adjectives here analogues?
- Consider:
 - ★ Jewish science
 - ★ Jewish philosophy
 - ★ Jewish history ?

Philosophy of Science

- The philosophy of science is an important and valuable place for us to begin
- Nevertheless, we can only afford to spend a little less than 1/3 of our time studying it
- There are numerous alternative approaches that one might take
 - ★ Historical
 - ★ Topical
 - ★ Systematic

Philosophy of Science

■ Historical

- ★ Following the development of ideas over time
- ★ Noting that different philosophers re-frame and re-formulate familiar problems in new forms

■ Topical

- ★ Studying alternative views on certain key topics
 - ◆ Causality
 - ◆ Laws of nature
 - ◆ Etc.

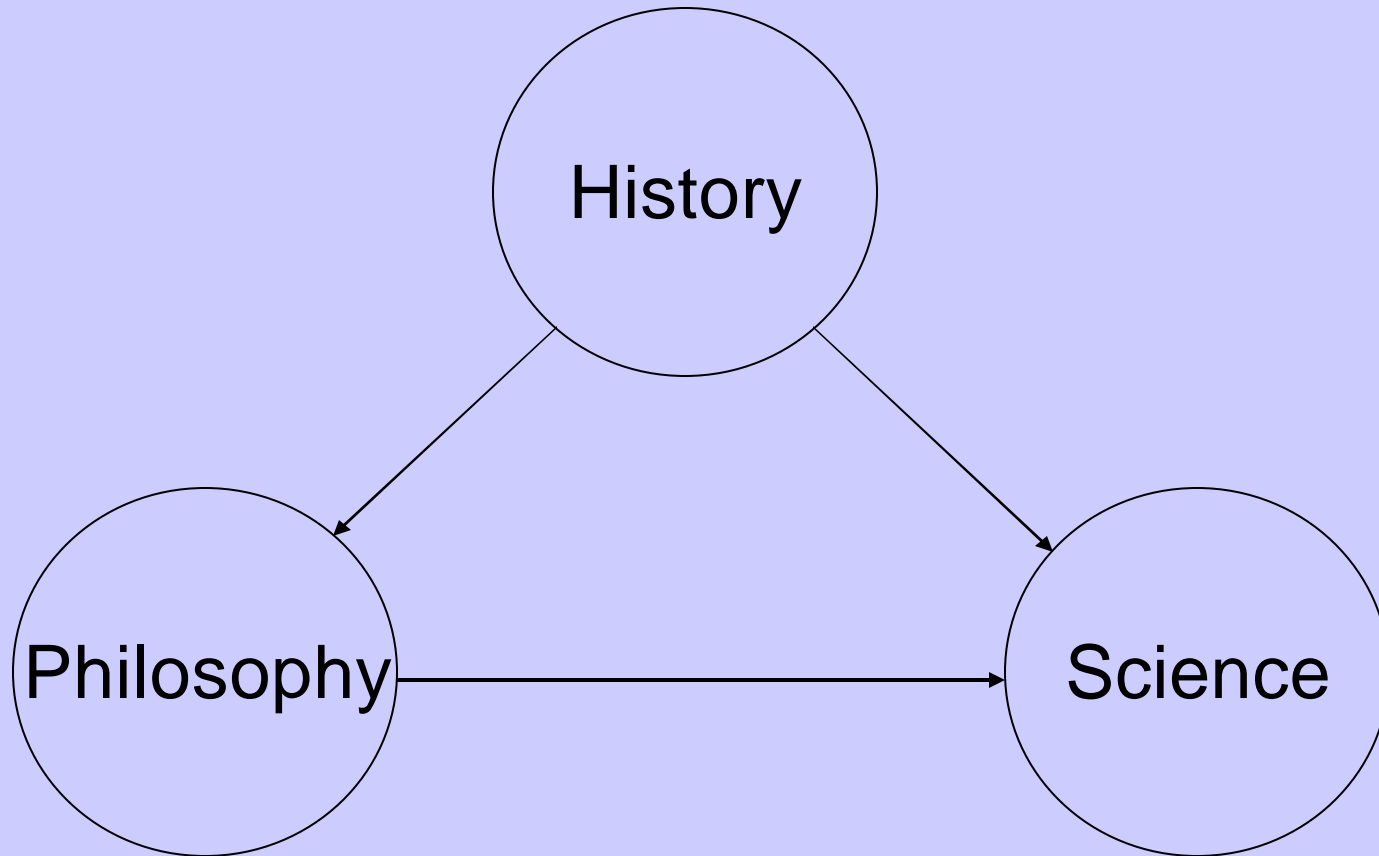
■ Systematic

- ★ Developing a particular 'position' from which problems are considered
 - ◆ Sir Karl Popper and falsificationism

Philosophy of Science

- We will begin with a short historical survey, based on Losee's book
- Then we will use Chalmer's book to consider key topics in twentieth century philosophy of science
- We will use a number of short summaries to consider whether social science poses different or additional problems
- We will *not* adopt a systematic approach

Philosophy of Science



Some Questions to Ponder

- Is all research scientific?
 - ★ The former President of the A.A.A. tells me so
 - ◆ Do you agree?
- Must non-scientific research be bad research?
- What makes some science “good” science?

Some Questions to Ponder

- “Stubbing my toe causes me pain”
 - ★ What does this mean?
- “Time pressure causes auditors to make more mistaken decisions”
 - ★ What does this mean?
 - ★ How is it similar?
 - ★ How is it different?