

# BRIEF CONTENTS

---

<b>Preface</b>	<b>xix</b>
<b>About the Authors</b>	<b>xxv</b>
<b>PART I • PREPARING FOR DATA ANALYSIS</b>	<b>1</b>
Chapter 1 • Introduction: The Theory and Practice of Social Research	3
Chapter 2 • The Logic of Measurement	15
Chapter 3 • Description of Data Sets: The General Social Survey	25
<b>PART II • UNIVARIATE ANALYSIS</b>	<b>31</b>
Chapter 4 • Using SPSS Statistics: Some Basics	33
Chapter 5 • Describing Your Data: Religiosity	51
Chapter 6 • Presenting Your Data in Graphic Form: Political Orientations	81
Chapter 7 • Recoding Your Data: Religiosity and Political Orientations	101
Chapter 8 • Creating Composite Measures: Exploring Attitudes Toward Abortion in More Depth	125
Chapter 9 • Suggestions for Further Analysis	145
<b>PART III • BIVARIATE ANALYSIS</b>	<b>159</b>
Chapter 10 • Examining the Sources of Religiosity	161
Chapter 11 • Political Orientations as Cause and Effect	181
Chapter 12 • What Causes Different Attitudes Toward Abortion?	199
Chapter 13 • Measures of Association for Nominal and Ordinal Variables	215
Chapter 14 • Correlation and Regression Analysis	241
Chapter 15 • Tests of Significance	269
Chapter 16 • Suggestions for Further Bivariate Analyses	293
<b>PART IV • MULTIVARIATE ANALYSIS</b>	<b>303</b>
Chapter 17 • Multiple Causation: Examining Religiosity in Greater Depth	305
Chapter 18 • Dissecting the Political Factor	327
Chapter 19 • A Powerful Prediction of Attitudes Toward Abortion	337
Chapter 20 • Suggestions for Further Multivariate Analyses	361





**PART V • THE ADVENTURE CONTINUES 373**

Chapter 21 • Designing and Executing Your Own Survey 375

Chapter 22 • Further Opportunities for Social Research 395

**Appendix A: The Codebook 401**

**Appendix B: Questionnaire for Class Survey 473**

**Index/Glossary 489**

FOR INFORMATION

SAGE Publications, Inc.  
2455 Teller Road  
Thousand Oaks, CA 91320  
Email: order@sagepub.com

SAGE Publications Ltd  
1 Oliver's Yard  
55 City Road  
London EC1Y 1SP  
United Kingdom

SAGE Publications India Pvt. Ltd.  
B-11, 1 Mohan Cooperative Area  
Mathura Road, New Delhi 110 048  
India

SAGE Publications Asia Pacific Pte. Ltd.  
151/151-014 Road, #02-01  
Orchard Square Central  
Singapore 238475

Acquisitions Editor: Helen Scales  
Product Associate: Evelyn Moller  
Production Editor: Aasha Jaiswal  
Copy Editor: David Dutton & TC  
Typesetter: SAGE  
Cover Designer: SAGE  
Printer: SAGE

**PART I • PREPARING FOR DATA ANALYSIS**

Chapter 1 • Introduction: The Theory and Practice of Social Research

Chapter 2 • The Logic of Measurement

Chapter 3 • Description of Data Sets: The General Social Survey

**PART II • UNIVARIATE ANALYSIS**

Chapter 4 • Using SPSS Statistics: Some Basics

Chapter 5 • Describing Your Data: Religiosity

Chapter 6 • Presenting Your Data in Graphic Form: Political Orientations

Chapter 7 • Recoding Your Data: Religiosity and Political Orientations

Chapter 8 • Creating Composite Measures: Exploring Attitudes Toward Abortion in More Depth

Chapter 9 • Suggestions for Further Analysis

**PART III • BIVARIATE ANALYSIS**

Chapter 10 • Examining the Sources of Religiosity

Chapter 11 • Political Orientations as Cause and Effect

Chapter 12 • What Causes Different Attitudes Toward Abortion?

Chapter 13 • Measures of Association for Nominal and Ordinal Variables

Chapter 14 • Correlation and Regression Analysis

Chapter 15 • Tests of Significance

Chapter 16 • Suggestions for Further Bivariate Analyses

**PART IV • MULTIVARIATE ANALYSIS**

Chapter 17 • Multiple Causation: Examining Religiosity in Greater Depth

Chapter 18 • Dissecting the Political Factor

Chapter 19 • A Powerful Prediction of Attitudes Toward Abortion

Chapter 20 • Suggestions for Further Multivariate Analyses