

《公共管理与政策研究方法论》

第2讲

2016年9月19日

方法论流派与 研究方法现状

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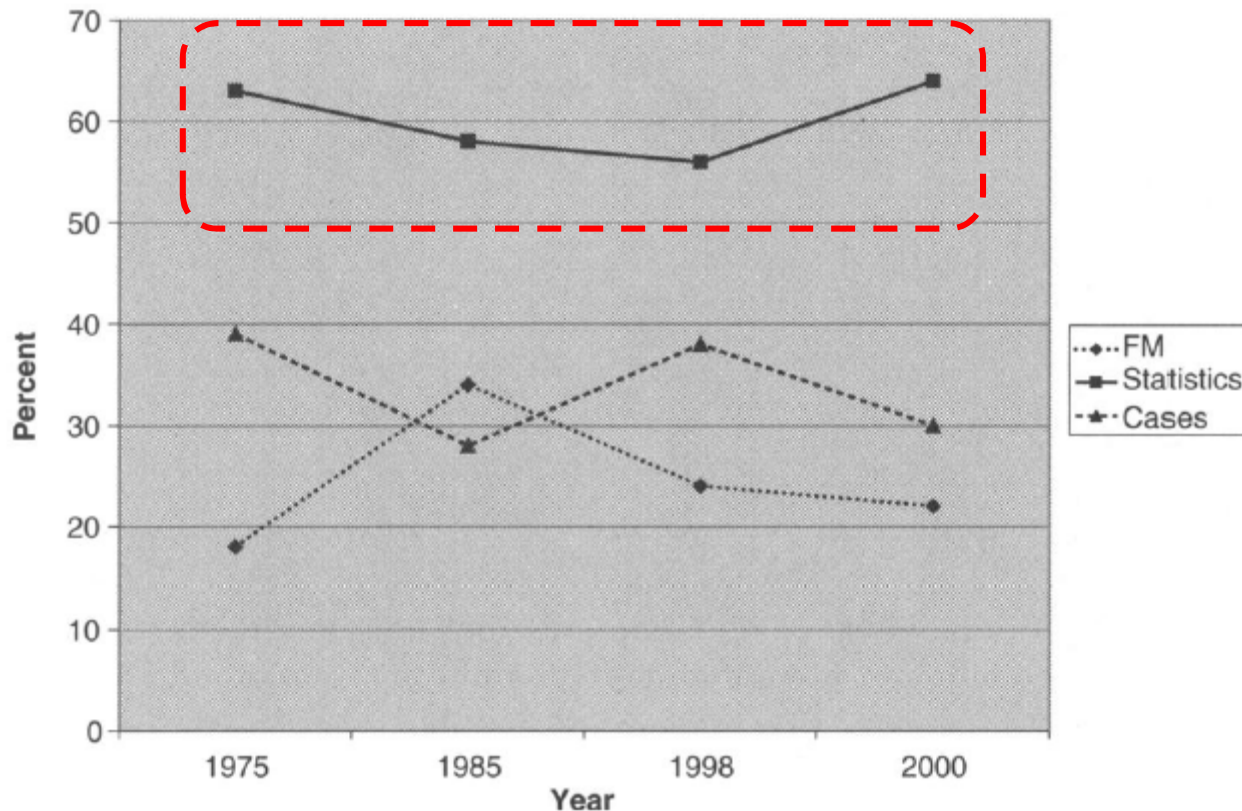
研究方法： 量化/质性之辩

QUANTITATIVE		QUALITATIVE	
A. METHODS OF EMPIRICAL INQUIRY			
Design Methods			
<ul style="list-style-type: none"> • Cross-sectional • Experimental • Longitudinal 	<ul style="list-style-type: none"> • Panel Studies • Repeated Measures Designs • Quasi-Experimental 		
Data Collection Methods			
<ul style="list-style-type: none"> • Data-mining • Secondary Data • Surveys (Sample Surveys) 		<ul style="list-style-type: none"> • Focus Groups • Participant Observation 	<ul style="list-style-type: none"> • Qualitative (long, in-depth, semi-structured) Interviews • Unobtrusive Methods
Data Analysis Methods			
<ul style="list-style-type: none"> • Regression Analysis (all types) • Statistical Analyses (general) • Time-series Analysis (ARIMA, Smoothing) 		<ul style="list-style-type: none"> • (Computer Assisted) Qualitative Data Analysis 	
Combined Methods			
<ul style="list-style-type: none"> • (Dynamic) Systems Analysis (Modeling) • Game Theory/Games • Geographic Information Systems • Input-output Analysis 	<ul style="list-style-type: none"> • Meta-analysis • <i>Mixed Methods</i> • Simulations (Optimization, Computer Modeling) • (Social) Network Analysis • <i>Sociometry</i> 	<ul style="list-style-type: none"> • Action research/ Collaborative (Participative) Inquiry • Appreciative Inquiry • Archival/Documentary Research • Case Study • Category Analysis • <i>Content Analysis</i> • Conversational Analysis • Critical Theoretical Analysis • Deconstruction • Discourse Analysis • Dramaturgical Interviewing & Analysis • Ethical Analysis • Ethno-methodology • Ethnographic Semantics • Ethnography, Ethnoscience • Feminist Analysis 	<ul style="list-style-type: none"> • Frame (-reflective) Analysis • Grounded Theory • Hermeneutics • Historical Method (Historiography, Genealogy, Life History, Oral History) • Legal Analysis • Metaphor Analysis • Myth Analysis • Narrative Analysis • Phenomenological Methods • Post-structural Analysis • Semiotics • Social Constructionist/Constructivist Analysis • Sociodrama • Space Analysis • Storytelling Analysis
B. METHODS OF DECISION-MAKING AND PLANNING			
<ul style="list-style-type: none"> • Cost-benefit Analysis • Cost-effectiveness Analysis • Decision Analysis/Decision trees 	<ul style="list-style-type: none"> • Linear Programming • PERT/ CPM • Time-series Forecasting 	<ul style="list-style-type: none"> • Assumptional Analysis • Brainstorming • Deliberative Inquiry • <i>Delphi</i> 	<ul style="list-style-type: none"> • Judgmental Forecasting • Nominal Groups • <i>Political Feasibility (PRINCE) Analysis</i>

资料来源：Morçöl & Ivanova (2010)

多元的方法——政治科学

Methods in Seven Multimethod Journals



- 方法的不平衡：统计方法在政治学居主导地位，正式模型较稳定，案例研究日渐萎缩。
- 综合运用多种方法成为趋势。
- 实验法越来越受到推崇。

资料来源：Bennett, Aharon, Rutherford (2003)

多元的方法 ——管理学

Internal Validity: Time Frame of Studies^a

Time Frame	1985-87	1995-97
Cross-sectional	77.40%	85.60% ⁺
Longitudinal	22.60	14.40 ⁻

Research Strategy	1985-87	1995-97
Formal theory/literature review	22.90%	18.70%
Sample survey	6.90	3.60 ^{b-}
Laboratory experiment	10.70	4.90 ^{b-}
Experimental simulation	0.60	1.70
Field study		
Primary	38.00	40.90
Secondary	16.10	26.60 ^{b+}
Field experiment	3.90	2.20
Judgment task	0.60	0.20
Computer simulation	0.30	1.20

资料来源:
Scandura & Williams (2000)

公共管理研究的方法？

- 国际期刊发表的研究
 - *Pitts & Fernandez (2009)
 - *Groeneveld, et al. (2015)
- 中文期刊发表的研究
 - *Wu, He, & Sun (2013);
 - 何艳玲 (2007); 吕芳, 王梦凡, 陈欢舸 (2015)
- 国际期刊发表的中国研究
 - 张建民, & 江华 (2009)
 - Walker, Brewer, & Choi (2014)
- 国际期刊发表的中国研究者的研究
 - ?

国际期刊发表的中国研究

表 9 样本论文的研究目的及篇数分布

研究目的	篇数	比例(%)
1.检验及改进理论	7	12.5
2.描述性推断	19	33.9
3.概念性分析	24	42.9
4.项目评估/政策评估	2	3.6
5.其他	4	7.1

表 11 样本论文的研究策略及篇数分布

研究策略	篇数	比例(%)
1.定量实证研究	12	21.4
2.案例实证研究	15	26.8
3.非实证定性研究	24	42.9
4.混合研究 (定量实证+定性实证)	4	7.1
5.其他	1	1.8

表9 上述4659篇公共行政学论文中实证研究获得资料的方法

实证研究获得资料的方法		论文数(篇)	百分比
有	实验方法	11	0.2%
	调查方法	517	11.1%
	实地研究方法	229	4.9%
	非介入性研究	361	7.7%
	合计	1118	23.9%
无	系统	3541	76.1%
合计		4659	100.0%

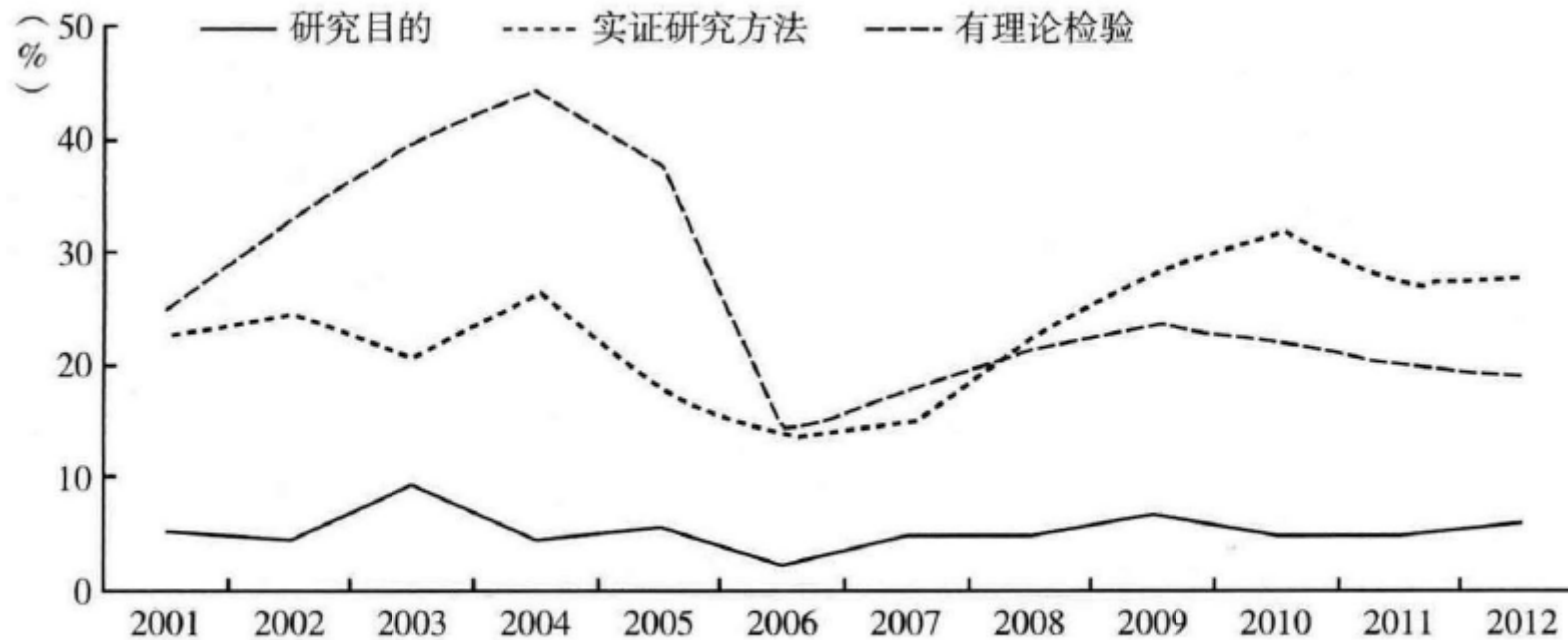


图4 2001~2012年间中国公共行政学论文质量的年度变化

对实证主义的评判与反驳

- Luton, L. S. (2007). Deconstructing public administration empiricism. *Administration & Society*, 39(4), 527-544.
- Meier, K. J., & O'Toole, L. J., Jr. (2007). Deconstructing Larry Luton: Or what time is the next train to reality junction? *Administration Society*, 39(6), 786-796.
- Lynn, L. E., Jr., Heinrich, C. J., & Hill, C. J. (2008). The empiricist goose has not been cooked! *Administration & Society*, 40(1), 104-109.
- Luton, L. S. (2008). Beyond empiricists versus postmodernists. *Administration & Society*, 40(2), 211-219.
- Andrews, R., Boyne, G. A., & Walker, R. M. (2008). Reconstructing empirical public administration: Lutonism or scientific realism? *Administration Society*, 40(3), 324-330.

几个值得研讨的问题

- 多元流派和范式之下的公共管理与公共政策领域是好事还是坏事？
- 对于研究方法的选取，背后的哲学预设如何取舍？
- 哪种研究流派更好或更高明？
- 作为一个务实的研究者，如何“站队”？
- 如何说一项研究是好的和合格的？

下一次课程研讨的论文清单

1. Alvesson, M., & Sandberg, J. (2011). Generating research questions through problematization. *Academy of Management Review*, 36(2), 247-271.
2. Mingus, M. S., & Jing, Z. (2016). The big questions of Chinese public management research. *Administration & Society*, forthcoming.
3. Gerrish, E. (2016). The impact of performance management on performance in public organizations: A meta-analysis. *Public Administration Review*, 48(66), 48-66.
4. Walker, R. M., & Andrews, R. (2015). Local government management and performance: A review of evidence. *Journal of Public Administration Research and Theory*, 25(1), 101-133.
5. Kieser, A., Nicolai, A., & Seidl, D. (2015). The practical relevance of management research: Turning the debate on relevance into a rigorous scientific research program. *The Academy of Management Annals*, 9(1), 143-233.
6. Stige, B., Malterud, K., & Midtgarden, T. (2009). Toward an agenda for evaluation of qualitative research. *Qualitative Health Research*, 19(10), 1504-1516.

谢谢！

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