

**METODOS DE INVESTIGACION APLICADA
LUIS ESTRADA**

2º Semestre 2008
Martes y jueves, 7:00-8:30 AM
Salón 311, ITAM Río Hondo

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(Horas de oficina previa cita)

Objetivo

Métodos de Investigación Aplicada busca que conozcas los fundamentos de la lógica de la investigación, así como las diferentes técnicas que se utilizan para comprobar tus hipótesis de estudio. Asimismo, busca que desarrolles la intuición que te ayude a cuestionar los hallazgos vigentes con la finalidad de que sugieras nuevas interpretaciones teóricas, encuentres resultados diferentes y tus aportaciones sean de valía para la disciplina. *Métodos* también se enfocará a discutir las fortalezas y debilidades de cada una de las técnicas de investigación utilizadas en Ciencia Política. Un diseño de investigación robusto debe combinar correctamente los análisis cuantitativo y cualitativo. Contar con las herramientas necesarias para desarrollar tu investigación de forma rigurosa es la ventaja comparativa más importante.

Desarrollo del curso

Durante *Métodos de Investigación Aplicada* analizarás trabajos de investigación desde el punto de vista metodológico y argumentativo, y presentarás dos exámenes, un parcial y un final, así como un trabajo de investigación en equipo.

Es requisito indispensable es que leas ANTES de cada sesión.

Se formarán equipos para desarrollar un proyecto de investigación desde su inicio, mismo que se irá enriqueciendo con los conocimientos adquiridos y diversos comentarios. Los equipos serán predeterminados. Las entregas parciales son acumulativas. Se realizarán en la primera clase de cada mes: 1) Tema; argumento principal y datos a utilizar; 2) Hipótesis; Revisión de la literatura; 4) Descripción de datos.

En la presentación de temas específicos, contaremos con la presencia de especialistas que presentarán las ventajas y desventajas de los diferentes métodos utilizados en su agenda de investigación.

Textos obligatorios:

King, Gary, Robert Keohane, and Sidney Verba. 1994. *Designing Social Inquiry: Scientific Inference in Qualitative Research*. Princeton, NJ: Princeton University Press.

Trochim, William. 2005. *Research Methods. The Concise Knowledge Base*. Cincinnati, OH. Atomic Dog Publishing.

Textos de Apoyo:

Knoke, D., G. Bohrnstedt, y A. P. Mee. 2002. *Statistics for Social Data Analysis*. 4a. ed. Belmont, CA. Thomson Wadsworth.

Pollock, Phillip. 2005. *The Essentials of Political Analysis*. 2a. ed. Washington, D.C. CQ Press.

Calificaciones

Proyecto:	20%
Examen parcial:	40%
Examen final:	30%
Participación:	10%

Temas

1. Introducción: Ideas, Proposiciones, e Hipótesis

(Menand 2005), (Kelly-Woessner and Woessner 2006), (Trochim 2005) Cap. 1, (King, Keohane, and Verba 1994) Cap. 1, (Estrada and Parás 2005), (Geddes 1990), (Booth, Colomb, and Williams 2003) pp. 35-107 (Knoke, Bohrnstedt, and Mee 2002) Cap. 1, (Prior 2006)

2. Medición: Tipos de Datos, Variables y Escalas, Validez y Confiabilidad

(Trochim 2005) Cap. 3, (Wooley 2000), (Jacobson 1987), (Carmines and Zeller 1979), (Estrada 2005) Cap. 6, (Moreno 1999; Moreno 2003; Moreno 2005; Moreno 2008), (Conover and Feldman 1981), (Estrada and Parás 2006a), (Lawson and Flores Macías 2006),

3. Inferencia: Parámetros y Pruebas de Hipótesis

(Knoke, Bohrnstedt, and Mee 2002) Cap. 3, (Pollock 2005) Cap. 4, (King, Keohane, and Verba 1994) Caps. 2 y 3.

4. Muestreo

(Trochim 2005) Cap.2, (Traugott and Lavrakas 1996) Cap. 5.

5. Encuestas

(Trochim 2005) Caps.4 y 5, (MacKuen et al. 1992), (Abelson, Loftus, and Greenwald 1992), (Krosnick and Abelson 1992), (Abelson 1992), (Dovidio and Fazio 1992), (Schuman and Jordan 1992), (Sudman, Bradburn, and Schwarz 1996), (Zaller and Feldman 1992), (Anderson, Silver, and Abramson 1988), (Goggin 1986), (Estrada and Parás 2006b)

6. Análisis Cualitativo

(Trochim 2005) Cap. 6, (Lijphart 1971), (King, Keohane, and Verba 1994) Caps. 4 y 6, (Laitin 1995), (Caporaso 1995), (Collier 1995), (Rogowski 1995), (Tarrow 1995), (King, Keohane, and Verba 1995), (Dalton, Beck, and Huckfeldt 1998), (Martindale and McKenzie 1995)

7. Diseño de Investigación: Experimentos y Cuasi-Experimentos

(Trochim 2005) Caps. 7, 8, 9 y 10, (Kinder and Palfrey 1993), (Tversky and Kahneman 1986), (Iyengar and Kinder 1987), (Iyengar, Peters, and Kinder 1982), (Ansolabehere and Iyengar 1994), (Lodge and Hamill 1986), (Benz and Meier 2006), (Merolla, Stephenson, and Zechmeister 2007), (Green and Gerber 2005), (Imai 2005), (Gerber, Green, and Larimer 2008)

8. Análisis de Regresión

(Trochim 2005) Cap. 12, (Jacobson 1999), (King 1986), (Estrada and Poiré 2006), (Leamer 1983), (Buendía 1996)

9. Estudios Panel

Metodología Panel México 2000-2002 y 2005-2006, (Bartels 2000), (Jennings and Niemi 1975), (LeDuc et al. 1984), (McCann 2004), (Estrada 2005) Cap. 2.

10. Inferencia Ecológica

(Shively 1969), (King 1997) Caps. 1 y 2, (Burden and Kimball 1998)

Bibliografía:

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- Abelson, Robert P., Elizabeth F. Loftus, and Anthony G. Greenwald. 1992. Attempts to Improve the Accuracy of Self-Reports. In *Questions About Questions: Inquiries into the Cognitive Bases of Surveys*, edited by J. M. Tanur. New York, NY.
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- Estrada, Luis, and Pablo Parás. 2006b. Uso y Abuso de las Encuestas de Salida y Conteos Rápidos el 2 de Julio de 2006. In *Elecciones Inéditas 2006: La Democracia a Prueba*. México, D.F.: Grupo Editorial Norma.
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