

专栏：研究方法与社会科学的因果性追求

专栏导语

梁玉成*

对因果性的追求，是社会科学之所以成为科学的根本。比之自然科学，社会科学在追求科学的道路上要更艰难。本专栏三篇文章正是很好地呈现出了社会科学艰难的努力。

社会科学的艰难首先缘于社会现象因果链条的复杂性，并且囿于研究伦理，在自然科学中普遍使用的实验法，也无法在社会科学研究中普遍开展。虽然大规模的社会实验不能成为社会科学的主要研究手段，但社会科学发展出了许多数理分析方法，来追求实验所能达到的因果机制。

孙宗锋的《城市公共服务满意度影响因素再探究——锚定场景法的应用》就是这样的一个努力。由于历史、文化和制度等因素的差异，每个受访者对于“满意度”的理解存在差异，导致测量的因变量在个体间不可比较性，而锚定场景法，通过建构两个以相同的方式和单一的量纲进行感知的场景，来使得所有的受访者可比。

范梓腾等的《效率考量、合法性压力与政府中的技术应用——基于中国城市政府网站建设的混合研究》也是这样的一个努力。该文结合基于变量的回归分析和基于样本的模糊集定性比较分析。前者假定所有的样本处在一个同质性总体之中均匀分布，在此情况下获得了因果关系；后者视个案为处在（有限的）各类不同的特定情境下（总体由有限的异质性群体构成），以分析什么情况下因果机制存在，什么情况下因果机制不存在。两者结合的混合分析方法，使特殊性和普遍性都得到了很好的揭示。

社会科学的艰难还在于，自然科学对于不具备条件去认识和研究的对象，往往如维特根斯坦（Ludwig Wittgenstein）的名言所说的那样“对于无法言说之物保持沉默”；而社会科学却不能对我们日常所处的社会保持沉默，社会科学必须对人们的日常经验世界提供理论解释，并尽可能探索背后支配性的普遍规律。

* 梁玉成，中山大学社会学与人类学学院，教授。

因此，对于具备达到科学标准意义上的可研究的现象，社会科学使用大量数理模型开展研究工作；对于那些未必达到严格科学标准意义上的可研究的现象，社会科学退而求其次，使用定性的研究手段。

陈丽君、朱蕾蕊的《差序政府信任影响因素及其内涵维度——基于构思导向和扎根理论编码的混合研究》就体现了这种质性手段对于真的追求，虽不能尽如人意，但竭力往之。该文使用定性扎根理论，系统化地针对政府信任影响因素的具有理论抽样饱和的访谈资料，进行科学的浓缩和提炼，提出了差序政府信任的影响因素模型。

我这里强调研究技术和研究方法，并不意味着理论的不重要；恰恰相反，没有理论的洞见，就无法知晓要揭示的因果关系是什么，更谈不上寻获支撑数理模型的变量，再高级的模型和方法也就成为缘木求鱼的空谈。这三篇文章，也同样是在拥有了理论洞见的基础之上，才使用最适宜的分析技术方法的典范之作。

●SYMPOSIUM: Research Methods and the Pursuit of Causality in Social Science

Introduction

..... Yucheng Liang
The Determinants of Satisfaction with City Government Public Services—the Application of Anchoring Vignettes

..... Zongfeng Sun

Abstract Identifying the factors that drive citizen satisfaction with public services is a leading topic of interest among academics and practitioners. Prior scholarship about measuring public service satisfaction has many drawbacks, making it difficult to determine the relevant factors. This paper, based on anchoring vignettes, describes how to find the factors that influence public service satisfaction. This study found that the scores and ranks for cities' public service satisfaction show significant results after the anchoring vignette method is used. To be specific, there was a reverse U - shape relationship between economic development, population density, and satisfaction on public service; however, the PM2.5 had a negative impact on public service satisfaction. In addition, higher expectations of, and experience with, public service tends to have a negative impact on satisfaction with a city's public service. Respondents who thought government should take more responsibility for public service delivery tended to have a high - level satisfaction with public service. Finally, an ordered logit model was used to create a more accurate estimation for parameters compared with the CHOPIT model. The study's findings have implications for public management theory, policy advice, and research methods.

Key Words Anchoring Vignettes; Expectation; Satisfaction on Public Service

Efficiency, Legitimacy, and Technology Implementation in Government: An Integrative Multi - Method Research on Government Website at the City Level in China

..... Ziteng Fan, Qingguo Meng, Na Wei & Hongshuai Wang

Abstract What factors affect the performance of technological implementation in government? The existing literature mainly focuses on efficiency - oriented factors such as cost - benefit, power - stake, and supply - demand. This ignores the institutional factors behind a top leader's support for project - technology implementation. This article identifies the legitimacy - oriented factors involved in an official's promotion stimuli and inter - government relations, and explores the causality between legitimacy mechanism and technology implementation performance based on an Integrative multi -