

Quantitative Research Issues

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Sampling issues

- Sampling method
 - Convenience vs purposive
 - Random
- Where do you get your sample from
 - Working population
 - Paper based
 - Online
 - Paid Panels
 - Student Sample

Selection of Analytical Technique

- Can you get a PhD with Anovas?
- Can you get a PhD with Regressions?
- What is your research question?
- Match the question (selected first) to the analytical technique.
- Make sure you have a sufficient sample.
- Don't use a sledgehammer to crack a walnut.
- Be aware of levels of analysis issues.

Some general issues

- Statistical myth series
- HARKing
- Bootstrapping and modern techniques
- Limitations
 - Bias
 - Self report
 - Other ratings
 - Objective measures



**THANK YOU
QUESTIONS**

