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