

Example of critique sampling strategy and sample size term paper

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The main purpose of a quantitative research study is to determine the relationships between a dependent and independent variable in a population. These researches are either experimental or descriptive. While an experimental study establishes casualty, a descriptive study usually establishes the association of the research variables (Madrigal & McClain, 2012 p. 7). In Jerry Burger's study, which sought to determine the association between obedience and authority while replicating Milgram's experiment in the current society, he sought to conduct an experimental quantitative research study. In such studies, the sampling strategy and sample sizes used to reach the results are important in either strengthening or weakening of the research study. Choosing a large or small sample size would depend on the researcher's consideration of the need to have a specific sample size. However, both large and small samples have their weaknesses and advantages. A smaller sample might be easier to study, but would always lead to results that are not the true reflection of the total population. On the other hand, a larger sample always takes time to study. However, the latter might lead to accurate result, or even worse still, increasing the sample size would make the statistics insignificant or meaningless: it is always important to ensure that the effect size indicates the effects of the variables on the variance (Madrigal & McClain, 2012 p. 8). In this study, burger used seventy participants as the sample size of his study. In my opinion, I believe this number was considerably on the higher side because the study had established reference form Milgram's experiment. Therefore, replicating his research would not require such a sample size. Even though the ratio of men to women (29: 41) in this study

indicates that, there are more women than men are in the total population Burger, p. 5 para. 2), it is important to note that the sampling strategy in term of ethnicity was biased in Favor of the White Caucasians. Additionally, people in bachelor's degree programs are more likely to have taken psychology lessons than high school students, therefore, latter should have been less than high school students in this survey, or it implies that the bachelor's degree students lied to earn the money.

References:

Madrigal D. & McClain B. (September 3, 2012). Strengths and Weaknesses of Quantitative and Qualitative Research XU Matters. Retrieved from <http://www.uxmatters.com/mt/archives/2012/09/strengths-and-weaknesses-of-quantitative-and-qualitative-research.php>

Burger J. M. (January 2009). Replicating Milgram: Would People Still Obey Today? American Psychological Association 0003-066X/09/\$12.00. 64(1, 1-11). doi: 10.1037/a0010932