

**MKT 791--Research II**  
**Spring '96**  
**R. Kleine**

**SESSION 3:**

**Is Another Study Necessary? Replication, Literature Reviews, Statistical Significance, and Power**

**READINGS**

- Rosenthal, Robert (1991), "Replication in Behavioral Research," in *Replication Research in the Social Sciences*, ed. James W. Neuliep, Newbury Park, CA: Sage, 1-29.
- Hendrick, Clyde (1991), "Replications, Strict Replications, and Conceptual Replications," in *Replication Research in the Social Sciences*, ed. James W. Neuliep, Newbury Park, CA: Sage, 41-50.
- Amir, Yehuda, and Irit Sharon (1991), "Replication Research: A 'Must' for Scientific Advancement of Psychology," in *Replication Research in the Social Sciences*, ed. James W. Neuliep, Newbury Park, CA: Sage, 51-70.
- Bornstein, Robert F. (1991), "Publication Politics, Experimenter Bias and the Replication Process in Social Science Research," in *Replication Research in the Social Sciences*, ed. James W. Neuliep, Newbury Park, CA: Sage, 71-82.
- Neuliep, James W. and Rick Crandall (1991), "Editorial Bias Against Replication Research," in *Replication Research in the Social Sciences*, ed. James W. Neuliep, Newbury Park, CA: Sage, 85-90.
- Wolf, Fredric M. (1986), *Meta-Analysis: Quantitative Methods for Research Synthesis*, Beverly Hills, CA: Sage.
- Peterson, Robert A., Gerald Album, and Richard F. Beltraminini (1985), "A Meta-Analysis of Effect Sizes in Consumer Behavior Experiments," *Journal of Consumer Research*, 12 (June), 97-103.
- Sawyer, Alan G. and A. Dwayne Ball (1981), "Statistical Power and Effect Size in Marketing Research," *Journal of Marketing Research*, 18 (August), 275-290.
- Sawyer, Alan G. and J. Paul Peter (1983), "The Significance of Statistical Significance Tests in Marketing Research," *Journal of Marketing Research*, 20 (May), 122-133
- Bem, Daryl J. (1995), "Writing a Review Article for *Psychological Bulletin*," *Psychological Bulletin*, 118 (2), 172-177
- Rosenthal, Robert (1995), "Writing Meta-Analytic Reviews," *Psychological Bulletin*, 118 (2), 183-192.

### **ADDITIONAL RESOURCES YOU MAY FIND USEFUL . . . SOMEDAY**

Glass, Gene V., Barry McGaw, and Mary Lee Smith (1981), *Meta-Analysis in Social Research*, Beverly Hills, CA: Sage.

Hedges, Larry V. and Ingram Olkin (1985), *Statistical Methods for Meta-Analysis*, New York: Academic Press.

Hunter, John E. and Frank L. Schmidt (1990), *Methods of Meta-analysis: Correcting Error and Bias in Research Findings*, Newbury Park, CA: Sage.

Light, Richard J. and David B. Pillimer (1984), *Summing Up: The Science of Reviewing Research*, Cambridge, MA: Harvard University Press.

Rosenthal, Robert (1984), *Meta-Analytic Procedures for Social Research*, Beverly Hills, CA: Sage.

Smith, Mary Colette and Elizabeth Stullenbarger (1991), "A Prototype for Integrative Review and Meta-Analysis of Nursing Research," *Journal of Advanced Nursing*, 16 (??), 1272-1283.

Wanous, John P, Sherry E. Sullivan, and Joyce Malinak (1989), "The Role of Judgement Calls in Meta-Analysis," *Journal of Applied Psychology*, 74 (2),259-264.

### **YOUR TURN**

Find a paper published in a major journal that reviews a literature that interests you. The review may be either narrative or quantitative. Be prepared to discuss the following issues as they pertain to the paper you selected:

What research question(s) motivated the literature review?

What methods were used for the literature review? Is the method appropriate to the research question? Do you agree with the author(s) methodological choice? Why or why not. What other method(s) might have been employed? What would be the benefits of using these method(s)?