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Principles of Research Methods

Dr. Bowersox

### Week 3 - Assignment

1. What is your population of interest?

My population of interest are employees of a retail Apple store - which is my current employer.

They are somewhat tenured employees (3 years+ of employment)

2. What is your estimated sample size?

I was originally planning to have 50 employees take the survey, but after carefully considering Dr. Bowersox's suggestions, I will have somewhere between 55 and 60 employees take the survey to me able to account for those which will have to be discarded by default.

3. How well do you think your results will generalize to other groups, companies, etc

I don't know how well the results will generalize because I think that Apple retail teams are a bit peculiar. I think it could be a hit or miss. Teams from Apple Retail are high performing teams, but it's not an average high performing teams. For example, companies that generate revenue within that range typically have teams working m-f, 9-5 - and Apple stores are different because they are open 7 days a week, and start times range between 8am and 9am, and closing time is between 8pm and 10pm. I've found that this is very interfering with a work life balance. But then again, hospital workers are also very high performance teams and they work crazy hours, too, even much worse than the retail schedule. So it's hard to tell. For me, at least.

4. What are potential lurking variables?

Some lurking variables for my research could be the marital status of the person taking the survey. For example, a wife might have a lot more responsibilities and require a stricter work/life

balance than someone who is single in their mid 20s. The same applies for fathers, and non-parents. Also for people who come from different states compared to people whose families are nearby. It also matters where that person is mentally - for example if they are in a mindset of wanting to develop their professional career, then they might need less work/life balance and it wouldn't be a big deal to them.

5. What confuses you the most about writing your thesis?

One of the things that confuses me the most is knowing how the surveys will take place. I've confirmed with the store leader that it's okay to have employees take the survey, but I'm not sure if it's something i have to submit through corporate approval. On the store's side, it's okay but I'm not sure if official writing is required from Nyack's program. Another thing that intimidates me is that the research I find is not that groundbreaking, or even that interesting. I suppose this is where I get all in my head, because I don't have to change the world but I feel like with a research that feels this big of a deal, maybe I should.