

Worksheet 1: Generalisability answers

1 Milgram (obedience)

Not generalisable ← ~~X~~ → Highly generalisable

Justification

Milgram used a volunteer sample of 40 men who responded to a newspaper advertisement. This is not a particularly large number and means they may all be similar in some way (i.e., having free time) and therefore unrepresentative of a wider population, such as women who may respond to authority differently. However, the men were aged between 20–50 from a range of backgrounds and occupations, meaning the sample can be generalised to people from different incomes and ages.

2 Andrade (doodling)

Not generalisable ← ~~X~~ → Highly generalisable

Justification

The study used opportunity sampling from volunteers for the UK Medical Research Council which was unrepresentative as participants may have shared similar characteristics in being a willing part of a research group. However, they were all females and males aged between 18–55 years old which is fairly representative of the adult population.

3 Saavedra and Silverman (button phobia)

Not generalisable ← ~~X~~ → Highly generalisable

Justification

The findings from this study are difficult to generalise from because they are based on a single participant: a 9-year-old Hispanic American boy who was part of the Child Anxiety and Phobia Program at Florida International University. This is unlikely to represent other people with phobias from different ages or ethnicities.