Research Shortcomings

Sample size

The biggest issue with my research was my small sample size. I know plenty of gamers, but I was not able to get data from enough of them in reasonable period of time. The sample size capped at 45 which was not enough to perform most of the in depth analyses I was looking for. I circumvented this issue in the best way I could by recoding some of the variables in SPSS. For example, I did not receive a sufficient number of subjects in specific minorities so the “Race” variable was recoded into “white” and “not white” for my analysis.

Convenience sample

In addition to the small sample size, I was also left with no choice but to use convenience sampling. The good thing is that I knew all of my subjects were gamers and who would provide relevant information for my research, but there were a too many similarities. The first group I collected data from was the West Chester University Anime Club. These are all people who share an interest in watching anime and anime watchers tend to enjoy Japanese role-playing games. 40% of the sample chose role-playing games as their favorite genre which doesn’t match up to the ESA data which shows that role-playing games only sold 6.5% during the year 2012.

Access to better data

I knew there would be some issues with the data from the survey questions about the subject’s money spent on video games and number of games bought. When handing out the survey, I heard many people say something along the lines of “oh man I can’t remember how many games I’ve bought.” I used the word “approximately” to make things easier on them knowing that most people don’t keep well enough track of that. I could get accurate data if I had access to purchases from an online outlet like Xbox Live, Playstation Network, or Steam. My population size would have to shrink to gamers who specifically use one of those services, but the data would be more accurate.