

Summary of recommended questions

Are the authors using the word ‘significant’ to mean ‘important’, and is that use justified? | Reader
| Author | |———|———| |

Do they mean that an effect is definitely real, or that it’s large enough to be important?

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Don’t use “significant” when you mean “important”.

Don’t use “significant” to describe anything other than “statistical significance”.

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What was the statistical power of the analysis? | Reader | Author | |———|———| |

Is the statistical power reported anywhere in the paper?

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If you targeted a statistical power in the design of the experiment, report that.

If you’re doing a post-analysis calculation of the power, use the minimum magnitude of correlation that would qualify as important enough to report as the effect size in the calculation.

Explain the minimum magnitude used.

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Have the authors interpreted the statistics in a meaningful way? | Reader | Author | |———|———| |

Are the correlation coefficients standardized, or are they in terms of their respective units of measure?

Does the paper go beyond explaining the existence of correlations, and also explain their size of effect?

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Could a strategic manager use your results to make a decision?

Have you explained the units of measure and the context?

W - Have you explained the minimum size of effect that was included?

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What is the size of variation in the outcome? | Reader | Author | |———|———| |

How much of a change in outcome did the correlation explain?

Is that amount of change in outcome worth pursuing?

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When you interpreted the correlation coefficient in units of measure useful for a manager, did you also interpret the outcome—the dependent variables—into useful units of measure?

Did you discuss your results in relation to the full range of variation typical in the entire market, or only the variation in outcomes included in the data?

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Why is there no research that covers what I'm looking for? / What if I don't get any statistically significant results? | Reader | Author | |———|———| |

Is it possible that the relationship for which you're looking for research results doesn't actually exist?

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Check the statistical power; if it's high, maybe you do have important results.

Consider the magnitude of the size of effect you found; if it's high enough to be important, you can argue to lower the bar for statistical significance.

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