Study of materialism and self-esteem within the African American community

EXAMPLE OF QUANTITATIVE RESEARCH DESIGN

1. **Description/Abstract:**
   Research examining the relationship between materialism and self-esteem within the African American community is lacking. The study will examine the association between materialism among African Americans and their self-esteem. A sample of at least 60 African Americans will complete the Rosenberg Self-Esteem Scale, and the Material Values Scale. The study is non experimental. Cause and effect will not be determined. Thus, a correlation design will be used to provide empirical evidence of the relationship between self-esteem, and materialism. Correlations among the two variables, self-esteem and materialism, will be conducted. All statistical analyses will be performed using SPSS version 24.0.

2. **Hypothesis:**
   There is a negative correlation between self-esteem and materialism among African Americans.

3. **Variables:**
   Correlations among the two variables, self-esteem and materialism, will be calculated. Self esteem will be measured using the Rosenberg Self Esteem Scale, an empirically validated measure that has been used with an African American population. Materialism will be measured using the Material Values scale, an empirically validated measure that has been used with an African American population.

4. **Sample size:** 100

5. **Inclusion criteria:** Participants must: Identify as African American, be over the age of 18, be able to read and comprehend English

6. **Procedures**
   a. **Recruitment procedure:**
      Participants will be recruited through FindParticipants.com. FindParticipants.com is a resource for academic researchers that enable immediate access to thousands of interested research participants worldwide. An email invitation is attached.
   b. **Consent procedure:**
      Implied consent will be obtained. A statement of implied consent is included in the email invitation.
   c. **Data collection**
      The participants will complete the measures online. The 10-item Rosenberg Self-Esteem Scale (RES) will be given to evaluate explicit self-esteem. Individuals are instructed to read each statement and record a number ranging from 1 (strongly disagree) to 4 (strongly agree) which indicates how much the statement applied to them within the last two weeks. The 18 item Material Values Scale will be given to evaluate materialism. Individuals are instructed to read each statement and record a number ranging from 1 (strongly agree) to 5 (strongly disagree).

7. **Benefits and Risks**
   There are no anticipated direct benefits to the participant and no risks.

8. **Privacy and Confidentiality**
   The questionnaires will not record any identifying information.