





Research (StaR) Colloquium

Seminar

Dept of Mathematical Sciences King Fahd University of Petroleum and Minerals

Presenter	Dr. Mohammad H. Omar
	Dept of Mathematical Sciences, KFUPM
Title	Statistical Significance. Is it not enough? So why some journals
	YbZcfWYfYei]fYa Ybhg``]_Y`dfUWnJWU`g][b]ZJWUbWY3
Topic & (Level)	Statistical Issues for the Applied Researcher
(Level)	(Methodological, Applied Research)
Audience	All KFUPM community are cordially Invited
Date	Tuesday, Dec 19, 2006
Time	1:00 PM
Location	Building 5, Smart Classroom # 203

Abstract

In the past, experimental results needed only significance testing to answer the question on the importance of the research findings. But now, many journals in such applied areas as educational research, psychological research, and marketing research, to name a few, are dissatisfied with statistical significance as a sole criterion for good applied research articles. They are saying these significance testing results are necessary but insufficient conditions for papers to be acceptable for publication. American Psychological Association (APA), for instance, has made "practical significance" a publication requirement in many, if not all, of its journals. Some prospective articles were rejected in part because no practical significance was offered by the authors. In this presentation, what is meant by "practical significance" will be presented. Via an illustration, a simple procedure in which indices of "practical significance" can be calculated will also be presented. An example of a real article publication that reports "practical significance" indices will also be shared.

Tea and Coffee will be served