

# Review of: "A Study on Matrimonial Sites in India"

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**Potential competing interests:** No potential competing interests to declare.

A good paper, even if it has a simple structure.

I propose just two little comments, or suggestions.

## Universe and Sampling

"Since the present study is focused on Indians who are registered on matrimonial sites and since it is difficult to identify and personally interview individuals who are registered on a matrimonial site, the data was collected from a sub-reddit (an online group) on the social media site Reddit. This sub-reddit was dedicated to arranged marriage, and participants were requested to fill in the online questionnaire shared on the site. A total of 114 responses were received, of which some were incomplete. Hence, the final sample size was 103."

**Reviewer's comment:** One might argue that a sample size of 103 cases collected through CAWI on a voluntary basis (i.e., a 'convenience sample') is too small to accurately represent the described population, particularly due to its inherent bias: the participants' good knowledge of computer procedures. However, it is important to consider that the population studied is biased in the same way. Even personal interviews would have introduced additional bias, as the individuals registered on matrimonial sites are likely to have good knowledge of computer procedures. Thus, it is important to note that the study only represents a specific portion of the population with common characteristics (named "statistical domain"), rather than a true statistical universe. **To avoid misunderstandings, I suggest to specify these notes at the end of the 'Universe and Sampling' section.**

## Analysis of Data

"The collected data was entered into PSPP, a freeware data analysis software (Yagnik, 2014). Apart from conducting a basic percentage analysis to highlight the background characteristics of the respondents, the researchers also conducted chi-square tests to identify the differences in partner preferences among both genders. One of the reasons why chi **square** tests were chosen was that the variables in the study were categorical in nature. Moreover, in some cases, Fisher's Exact test was used as it is more accurate and appropriate than chi-square tests for smaller samples (Connelly, 2016) and when more than 20% of the cells have less than 5 expected frequencies (Kim, 2017)."

**Reviewer's comment:** (See my correction above: "Chi square", not "Chi sure"). The Authors demonstrate a good understanding of statistical tests. However, it is important to note that the chi-square test is not appropriate for samples smaller than 500 cases, and the corrections provided by the software are often inadequate. For a more accurate analysis

with a sample size of 103 cases, I recommend using the likelihood ratio test. This test follows the chi-square distribution and can be found in SPSS, but I guess also in PSPP, which provides the more complex Fisher's test. Your results should be confirmed, but pay attention to borderline p-values (e.g., "**Association between gender and profile management**" in Table 3). For future studies, I recommend using Jamovi, which is a free, user-friendly interface for R modules and can handle txt, csv, and also SPSS data. See <https://www.jamovi.org/>.