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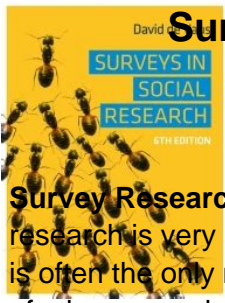
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Furthermore, survey research provides ideal conditions for the exploration of Process x Individual Difference interactions because carefully selected samples reflect the full heterogeneity of the general population. There are two primary limitations of survey research for social psychologists. First, surveys are more expen-

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research is very appealing when. sample generalizability. is a central research goal. In fact, survey research is often the only means available for developing a representative picture of the attitudes and characteristics of a large population.