Steps in Formulating a Research Study

1. Find a Research Idea
   1. Explore past research to find unanswered questions
   2. Narrow to specific question(s)
2. Form a Hypothesis
   1. A tentative answer to the specific question
   2. Can be in the form of “If….then…” statements
   3. Are predictions based on the hypothesized answer to the specific question
3. Operationally define how each variable will be measured
   1. Construct Validity is important; measurement accurately measures the variable
   2. Reliability of measurement procedure is important
4. Decide who is the population to be studied
   1. Decide how subjects will be selected
      1. Accurate representation of the population is key
      2. External Validity
      3. Generalizability
      4. Ethical Treatment of subjects
5. Choose a Research Design
   1. Qualitative vs Quantitative
   2. Associative vs Causal predictions
   3. Descriptive/Survey, Correlational, Quasi-experimental, Experimental
      1. If Experimental Design, choose:
         1. Between-Subjects
         2. Within-Subjects
         3. Factorial
         4. Single-Case
6. Collect Data, Analyze Results
   1. Modify, Refine, or Expand original Research Hypothesis
   2. Formulate new questions to further research
7. Report Findings in APA format research article
   1. Provide transparency of research process
   2. Provide enough detail to allow for replication of study