

# Research Questions

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# What is a research question anyway?

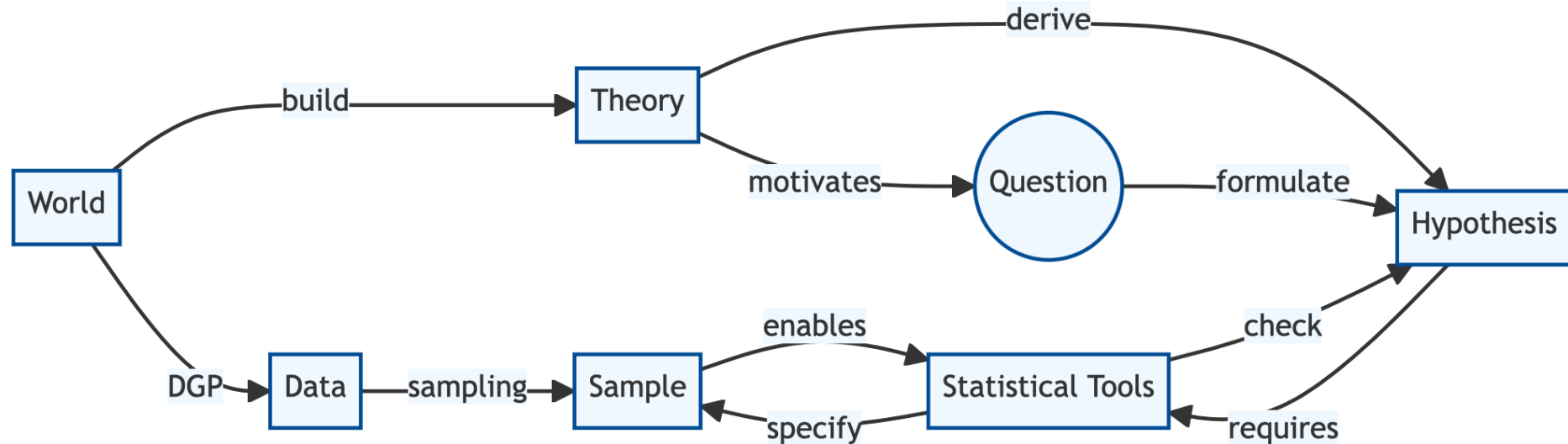
## Key Konzept: Research Question

A **research question** is a question...

1. that *can be answered* and
2. for which having that answer will *improve our understanding of how the world works*

A research questions takes us from a **theory** to an **hypothesis** that we can check using real world data. The data may provide **evidence** in favor or against our hypothesis.

# What is a research question anyway? – ctd.



# Research questions – Examples

## Example: The influence of smartphone usage on children

- Does heavy smartphone usage damage children's eyesight?
- Does smartphone usage stimulate creative or intellectual activity?
- Does smartphone usage reduce children's ability to concentrate?

# Why not simply look for patterns in the data?

- We are living in an information economy, surrounding us by an increasing amount of readily available data
- Why not skip hassling with theories and research questions and simply look for *patterns* in the data?
- A lot of people do — this commonly referred to as **data mining**

## Definition: Data Mining

Data mining is the systematic application of computer-aided methods to discover patterns, trends or correlations in (often large and connected) data sets. Algorithms based on statistical methods are frequently used for this purpose.

# Data mining

... is a useful toolkit if we care more about the *what* rather than the *why*.

- Data mining is often good at
  - making *predictions under stability*.
  - finding patterns in the data. These may foster research questions that we can examine further in other data sources.
- Data mining is less good at
  - helping to come up with a good theory or to improve an existing one.
  - producing valid inference. It has a tendency to find **false positives**.<sup>1</sup>

<sup>1</sup> A false positive is a result that incorrectly indicates the presence of a condition under examination.

# Data mining – Predictions under stability

## Example: Predicting die roll outcomes

- By a stable mechanism we mean that the process giving us the data does not change.
- If the process is "rolling a six-sided die" data mining would based on a thousand rolls would be great at predicting that the probability of observing a 1 is  $1/6$ .
- If the process switches to "rolling a twenty-sided", that data mining prediction will be bad. It will still predict a  $1/6$  chance of a 1 until it gets a lot more data.
- Probability theory will properly predict the switch to a  $1/20$  chance immediately.

# Data mining – the *what* vs. the *why*

Example on predicting ice cream sales / digression on the non-causal relation with the predictor (people wearing shorts)?



# Data mining – Looking for Patterns

## Example: Viagra

### To find a pattern can make you rich

- Pfizer scientists originally developed Viagra scientists to mitigate high blood pressure and angina.
- Famous side effects have been found using data mining: instead of coming to the data with a theory, the scientists noticed an interesting pattern in the data.

### Data mining is bad as a final step

- Taking a pattern found as given would be problematic
- Pfizer did clinical studies to *see if the pattern replicated*: they verified an hypothesis derived from their research question using experimental data.

# So what makes a research question a *good* one?

## Simplicity

- Do not bundle a bunch of research questions into one.
- Consider potential answers— research question and theory probably do not align very well if we cannot place potential answers within the framework of our theory.

## Feasibility / scalability

- A good research question can be answered using the right data.
- Data acquisition is often subject to constraints. Think time, money, data protection laws.

## Suitable research design

- The research design must be suitable to investigate the derived hypothesis.
- Thoughtful consideration must be given as to which statistical method is appropriate. We will deal with this aspect in particular in this course.