

Do - Preamble - Have a null hypothesis - Don't get too attached to any one hypothesis - Diverse group of people generating hypotheses - Data collection - Know your measurement proxies - Use larger sample sizes - Control group - Analysis - Have an analysis plan before beginning - State your analysis methods clearly - Be aware of the assumptions - Be aware of overgeneralization - Correlation vs Causation - Peer Review - be critical of results - check statistics and data - Aftercare - Redo experiments