

How to Conduct an Empirical Study

1. Choose research questions
 - Specific enough to be answerable, general enough to be interesting
 - Specify the scope (e.g. target population)
2. Specify methodology, i.e. how we get data
 - For example:
 - Define tasks (i.e. what do users do during the study)
 - Define variables and specify how they are measured
 - Specify hypotheses based on the variables
 - Create a script for the study (step-by-step guide)
3. Conduct a pilot study and revise methodology
4. Use script to collect data (e.g. from participants)
5. Analyse the data, test hypotheses, interpret & discuss