### 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)

1. 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)

1. Conduct a pilot study and revise methodology
2. Use script to collect data (e.g. from participants)
3. Analyse the data, test hypotheses, interpret & discuss