

# Introduction to Scientific Research

---

Saket Choudhary

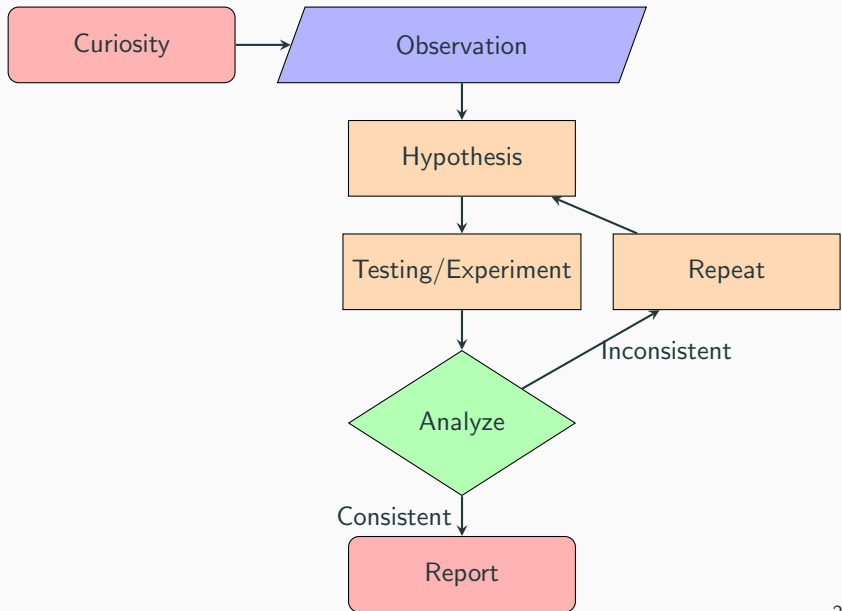
February 14, 2017

BISC 104

Session 1

Scientific research probes deepest mysteries  
of universe

# The Process



# Elements of an experiment

- **Independent variable:** Intentionally manipulated by experimenter

# Elements of an experiment

- **Independent variable:** Intentionally manipulated by experimenter
- **Dependent variable:** Changes due to change in independent variable [Measured/Observed]

# Elements of an experiment

- **Independent variable:** Intentionally manipulated by experimenter
- **Dependent variable:** Changes due to change in independent variable [Measured/Observed]
- **Control variable:** Could possible affect dependent variable, so should be kept constant

# Planning an experiment

- Background Information

# Planning an experiment

- Background Information
- Sample Size



# Planning an experiment

- Background Information
- Sample Size
- Replication

# Planning an experiment

- Background Information
- Sample Size
- Replication
- Statistical Analysis

## Example: Baking bread

- **Hypothesis:** If amount of sugar increases, bread rises higher

## Example: Baking bread

- **Hypothesis:** If amount of sugar increases, bread rises higher
- **Independent Variable:** Amount of sugar

## Example: Baking bread

- **Hypothesis:** If amount of sugar increases, bread rises higher
- **Independent Variable:** Amount of sugar
- **Dependent Variable:** Size of loaf

## Example: Baking bread

- **Hypothesis:** If amount of sugar increases, bread rises higher
- **Independent Variable:** Amount of sugar
- **Dependent Variable:** Size of loaf
- **Control Variables:** Water, salt, temperature, brand of ingredients  
... Should remain constant

## Example: Baking bread

- **Hypothesis:** If amount of sugar increases, bread rises higher
- **Independent Variable:** Amount of sugar
- **Dependent Variable:** Size of loaf
- **Control Variables:** Water, salt, temperature, brand of ingredients  
... Should remain constant

Amount of Sugar	Size of bread
10g	$600\text{cm}^2$
20g	$700\text{cm}^2$
25g	$710\text{cm}^2$
30g	$715\text{cm}^2$

Analysis Table

Sample Size?

Variability?

## Example: Fertilizer and yield

- **Hypothesis:** Fertilizer X gives a better yield over fertilizer Y



## Example: Fertilizer and yield

- **Hypothesis:** Fertilizer X gives a better yield over fertilizer Y
- **Independent Variable:** Amount of fertilizers X,Y

## Example: Fertilizer and yield

- **Hypothesis:** Fertilizer X gives a better yield over fertilizer Y
- **Independent Variable:** Amount of fertilizers X,Y
- **Dependent Variable:** Yield [kg/tonnes..]

## Example: Fertilizer and yield

- **Hypothesis:** Fertilizer X gives a better yield over fertilizer Y
- **Independent Variable:** Amount of fertilizers X,Y
- **Dependent Variable:** Yield [kg/tonnes..]
- **Control Variables:** Watering frequency, temperature, weather conditions ....

# Today's Plan

- Split into 4 groups

# Today's Plan

- Split into 4 groups
- Come up with proposals **that can be tested** and involves watching people at USC

# Today's Plan

- Split into 4 groups
- Come up with proposals **that can be tested** and involves watching people at USC
- All groups vote to select the best proposal

# Today's Plan

- Split into 4 groups
- Come up with proposals **that can be tested** and involves watching people at USC
- All groups vote to select the best proposal
- Form groups of 2, decide a day/time to collect data

# Today's Plan

- Split into 4 groups
- Come up with proposals **that can be tested** and involves watching people at USC
- All groups vote to select the best proposal
- Form groups of 2, decide a day/time to collect data
- Disperse!



# Today's Plan

- Split into 4 groups
- Come up with proposals **that can be tested** and involves watching people at USC
- All groups vote to select the best proposal
- Form groups of 2, decide a day/time to collect data
- Disperse!
- Carry out your experiments, analyze your results.

We will go over analysis part in next session. Please email your analysis report by next Tuesday 5PM.

## Possible Analysis Table

Hypothesis: More females than males visit Sprinkles ATM

Time-Day	# Males	# Females
1215-1245–Th	..	..
1310-1340–W	..	..
Total	..	..

The bullet points in Section C.2 of the handout need to be answered in your report. Besides, few additional points that you may choose to highlight.

- Can you plot a trendline that gives you a better picture of how the numbers vary based on time
- Is it possible to explain the trend you see in the plots?

The above two points are not a requirement for the report.

Tuesday: 9-10AM

Wednesday: 9-10AM

ZSH 372

Saket Choudhary

skchoudh@usc.edu

**Please don't forget to mail your  
analysis/report by 5PM, Tuesday(09/06).**