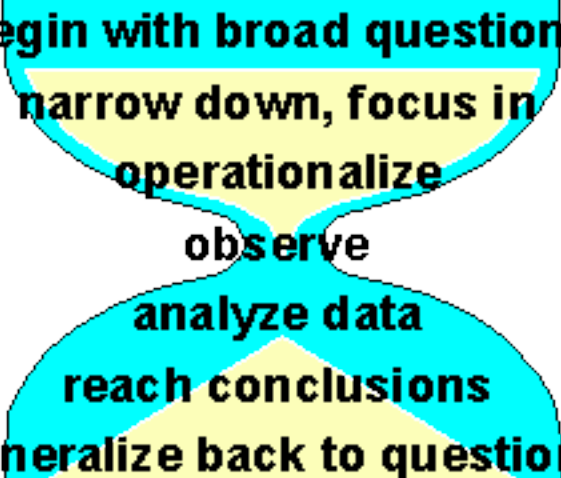


# The "hourglass" notion of research



The diagram is an hourglass shape with a light blue border and a yellow interior. The top bulb is wider than the bottom bulb. The text is arranged in a funnel shape, starting wide at the top and narrowing to a point in the middle, then widening again at the bottom. The text is in a bold, black, sans-serif font.

**begin with broad questions**  
**narrow down, focus in**  
**operationalize**  
**observe**  
**analyze data**  
**reach conclusions**  
**generalize back to questions**