

Questions to Ask When Defining Objectives for Research

1. Research Questions:

1. What was the purpose of the study? Why was the study conducted? Was it properly defined?
2. What was the background of how the study was requested?
3. Who requested this study? Who conducted this study?
4. What were the research questions that have to be answered? Were they properly defined?
5. What were the Null and the Alternate Hypotheses?

2. Methodology:

1. What was the research design/model? Descriptive or Inferential?
2. What was the source of the data? Primary or Secondary?
3. What was the sample size (N)? Population or Sample?
4. How were the sub-samples defined? Sub-sample N?
5. When did the study occur? When did the sampling occur?
6. Where did the study occur? Where did the sampling occur?
7. What was the data collection strategy?
 - 7a. How was the sample selected? Random, Stratified, or Cluster?
 - 7b. How were the respondents sampled? Phone, Direct Mail, Face-to-Face, etc.?
 - 7c. Was this study qualitative (focus groups) or quantitative (measurement)?

3. Demographic Variables:

Discrete or Continuous Variables-will depend upon the data description.

1. Age: grouped or open-ended.
2. Gender: Male, female.
3. Ethnicity: Use discretion.
4. Family characteristics:
 1. Number of children: grouped or open-ended.
 2. Marital status: Married, divorced, widowed, separated, never married.
5. Employment status: Full time, part time, retired, student, other.
Employment description/type: Grouped, open-ended.
6. Socioeconomic status: Use discretion.
7. Education; 8th grade or less, some HS, HS graduate/GED, some college or 2 year degree, 4 year college, etc.
8. Health status: Excellent, very good, good, fair, poor.
9. Other related questions.

4. Restrictions/Constraints:

1. Limitations.
2. Time-line.
3. Cost.

5. Results:

1. How were the results described? Descriptive statistics, narrative, slides, graphs, charts.
2. Was the presentation clear and concise?

6. Conclusion and Recommendations:

1. How were the findings related to other previous research?
2. What were the recommendations?
3. What was the appropriate action plan?

id	q2	q3	q4	q5	q6a	q6b	q6c	q7	q8	q9	q10	q11	q9	q10	q11
1	1	1	1	1	10	marl	qu	1	18	1	5	3	1	5	3
2	1	1	1	1	22	marl	qu	1	20	1	5	4	1	5	4
3	1	1	1	1	1	camel	rx	1	18	1	5	3	1	5	3
4	1	1	1	1	2			1	19	1	5	4	1	5	4
5	1	1	1	2				1	18	1	5	3	1	5	3
6	1	2	2	2				2	20	1	5	4	1	5	4
7	1	2	2	2				2	21	1	5	4	1	5	4
8	1	2	0	2				2	22	1	5	5	1	5	5
9	1	1	2	1	5	winston	s&s	2	19	1	5	4	1	5	4
10	1	2	2	2				2	18	1	5	3	1	5	3
11	1	2	2	1	111	marl	s&s	1	19	1	5	4	1	5	4
12	1	3	0	1	22	camel	s&s	1	20	1	5	4	1	5	4
13	2	4	0	2				1	30	1	1	5	1	1	5
14	2	4	0	2				1	29	1	1	5	1	1	5
15	2	7	0	2				3	44	1	1	6	1	1	6
16	2	7	6	1	22	camel	qu	3	53	1	2	6	1	2	6
17	2	7	6	1	2	winston	qu	4	28	1	2	1	1	2	1
18	2	7	6	1	44	marl	rx	4	48	1	1	2	1	1	2
19	2	5	2	1	40	marl	rx	5	51	1	2	2	1	2	2
20	2	5	2	1	15	marl	sister	5	44	1	2	4	1	2	4
21	2	5	1	2				5	29	1	1	4	1	1	4
22	2	2	2	2				5	33	1	1	6	1	1	6
23	2	3	1	2				5	49	1	1	6	1	1	6
24	2	4	1	2				5	50	1	2	4	1	2	4
25	1	2	2	1	12	camel	qu	1	18	2	5	3	2	5	3
26	1	3	2	1	13	camel	qu	5	20	2	5	4	2	5	4
27	1	1	2	1	10	camel	qu	1	18	2	5	3	2	5	3
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29	1	1	3	2				2	18	2	5	3	2	5	3
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31	1	2	1	1	44	camel	mother	2	21	2	5	3	2	5	3
32	1	2	1	1	40	camel	sister	1	22	2	5	3	2	5	3
33	1	2	1	2				1	19	2	5	3	2	5	3
34	1	2	0	2				1	18	2	5	3	2	5	3
35	1	7	0	2				1	19	2	5	4	2	5	4
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38	2	4	0	1	20	marl	rx 1st	2	29	2	1	6	2	1	6
39	2	4	1	1	20	marl	national	5	44	2	1	5	2	1	5
40	2	4	2	1	11	marl	s&s	5	53	2	2	5	2	2	5
41	2	4	2	2				5	28	2	2	3	2	2	3
42	2	4	2	2				5	48	2	1	3	2	1	3
43	2	1	2	2				5	51	2	2	3	2	2	3
44	2	1	1	1	12	camel	waldbaum	2	44	2	2	6	2	2	6
45	2	1	1	1	33	winston	s&s 1st	2	29	2	1	6	2	1	6
46	2	7	1	1	33	marl	national	4	33	2	1	1	2	1	1
47	2	7	1	1	12	marl	s&s	4	49	2	1	1	2	1	1
48	2	7	1	1	12	marl	waldbaum	4	50	2	2	1	2	2	1