



The Empirical Study Guide



Writing Center Hours: 8:30 AM - 8:30 PM M-Th,
8:30 AM- 4:30 PM F, 1:00 PM - 5:00 PM S-S
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Definition: An empirical study is a study that you conduct yourself in order to answer your research question from essay three. You'll present a research question, describe the kind of experiment you'll conduct, report your findings, and consider what the public believes is the answer to your research question.

Conducting Primary Research:

When conducting a study or experiment, you have several options for conducting primary research:

Types of Primary Research

- Interview people
- Survey people
- Conduct and experiment
- Conduct observations on people
- Conduct observations of places
- Conduct observations of things
 - Documents
 - Media
 - Websites/social media
 - Products
 - Other

Developing a Thesis:

Your thesis should be your research question because this is what you will explore throughout the essay. Once you have chosen a topic, it is important to ask a quality research question. When putting it all together, it is always best to present your question in the form of a statement, this can be done by using a qualifier.

Example:

With all of these things in mind, one might ask why Chick-fil-A is so
↑(Qualifier) ↑(Research Question)
successful despite its ties to anti-LGBTQ+ organizations. ↓



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Thesis: _____
_____.

Data Documentation:

Present your information in a way that is clear to your reader. This could be with a table, chart, or clear explanation. However you choose to present your research, a visual aid is recommended.

Example:

| Survey Question: How often do you eat at Chick-fil-A | Response |
|--|----------|
| Frequently | 5 |
| Sometimes | 12 |
| Never | 7 |

It is important, as well, to discuss the data after you present it. Analyze it. What does it mean for your research question?

Identify Your Limitations:

This study does not need to be on a large scale. It is merely a chance to practice writing this level of research essay. Consider the limitations of your study.

Limit 1: _____

Limit 2: _____

Limit 3: _____