

TIPS: PLANNING A QUANTITATIVE PROJECT

- Have a clear **research question**
 - This means you are **comparing** something to something else
 - . Same or different?
 - . If different, in what way / what direction?
- Have a **reason/basis** for your research question
 - Background reference / linguistic theory or model
 - This will help you pin down what you are comparing
- Crucial: Do not just collect a bunch of numbers
 - Have different **categories** that you can compare
 - Items to be compared should be **controlled for other factors**
 - . If you are looking at vowel devoicing, have you controlled for consonant context and pitch accent?
 - . If you are looking at formal vs. informal situations, have you controlled for the gender of the speakers?
- When you report your results, make it crystal clear:
 - what factors/categories you compared
 - what reason/basis you had for comparing them
 - how **your specific language data** relate to those categories
- It is a good idea to:
 - Arrange numerical results in a meaningful layout
 - Use graphics (charts, graphs) to display the relationships in your data