2. Reviewing the Literature:

- It helps us to ensure our research questions have not already been answered.
- Facile (pointless) research is unethical and hard to justify.
- However, SOME replication of findings is needed to build up a good body of evidence.

3. Generating Research Questions:

- Research may have research questions; or might involve making predictions (hypotheses).
- When making predictions, one needs to decide whether these are: directional (one-tailed) or non-directional (two-tailed).

4. Designing the Study:

- Involves many decisions:
  - Type of design – e.g.: qual or quant?; Experimental, observational, longitudinal etc.
  - Kind of research question – e.g.: Question or Hypothesis?; Directional or Non-Directional?
  - Type of Data and how to collect it:
    - Experimental Data
    - Physiological Data
    - Neuro-imaging
    - Access to existing documentation
    - Direct observation
    - Questionnaires
    - Interviews
    - Focus Groups
    - Self-report
    - Single item measures.
  - How the Data is to be analyzed:
    - Statistical or Qualitatively
    - Content analysis
    - Inferential Stats; or just Descriptive
    - Links between Variables or Differences?
    - Identifying predictors
    - Causal links