

Course Project Study Design Proposal

Overview For this assignment, you will write a detailed study design proposal. Your study design should include

- a careful description of your specific population(s) and parameter(s) of interest
- a detailed description of how you will select a relevant sample (or assign subjects to treatments)
- a detailed description of how you will gather data

You are likely to refine details of your study design after you do a pilot study in the next step of the course project.

Specifics Submit a study design proposal by Friday, October 24. Include a draft of any survey or data collection sheet you plan to use.

Suggestions

- Be specific in identifying the population and parameter of interest. For example, your initial question of “Do you really get 16 ounces of potato chips in a 16-ounce bag?” might get refined to “What is the mean weight of potato chips in a 16 ounce page of Lay’s Regular potato chips?”
- The strongest study designs will be based on using a simple random sample. Be clear on whether or not you will be selecting a simple random sample from the population. If your plan will not produce a simple random sample, comment on any bias this might introduce in your results.
- Be specific and detailed in your plans for gathering data. For example, if you plan to survey people, provide a draft of specific questions.
- If you think it best to make a significant change to your initial proposal, check with me in person or by e-mail.
- You will need to stay organized as you start collecting data in a pilot study and the full study. Consider buying a bound notebook to record everything you do on this project, from notes on your ideas at this stage to data from the full study and everything in between.
- Come talk with me or send e-mail if you have questions or want help thinking things through.

Looking ahead Here’s a rough outline of project steps with tentative deadlines:

- Study design proposal due Friday, October 24.
- Pilot study progress report due Friday, November 7.
- Descriptive statistics report on your full data set due Friday, December 5.
- Final report due Friday, December 19 (at scheduled final exam time).