

# Deciding on the aims: writing that very first draft

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# First, decide on your aims

- The very first step in your formal argument is
  - State the aim

# The idealized scientific study

- Start with **questions**
- **Apply appropriate methods**
- **Get answers**

# The real scientific study



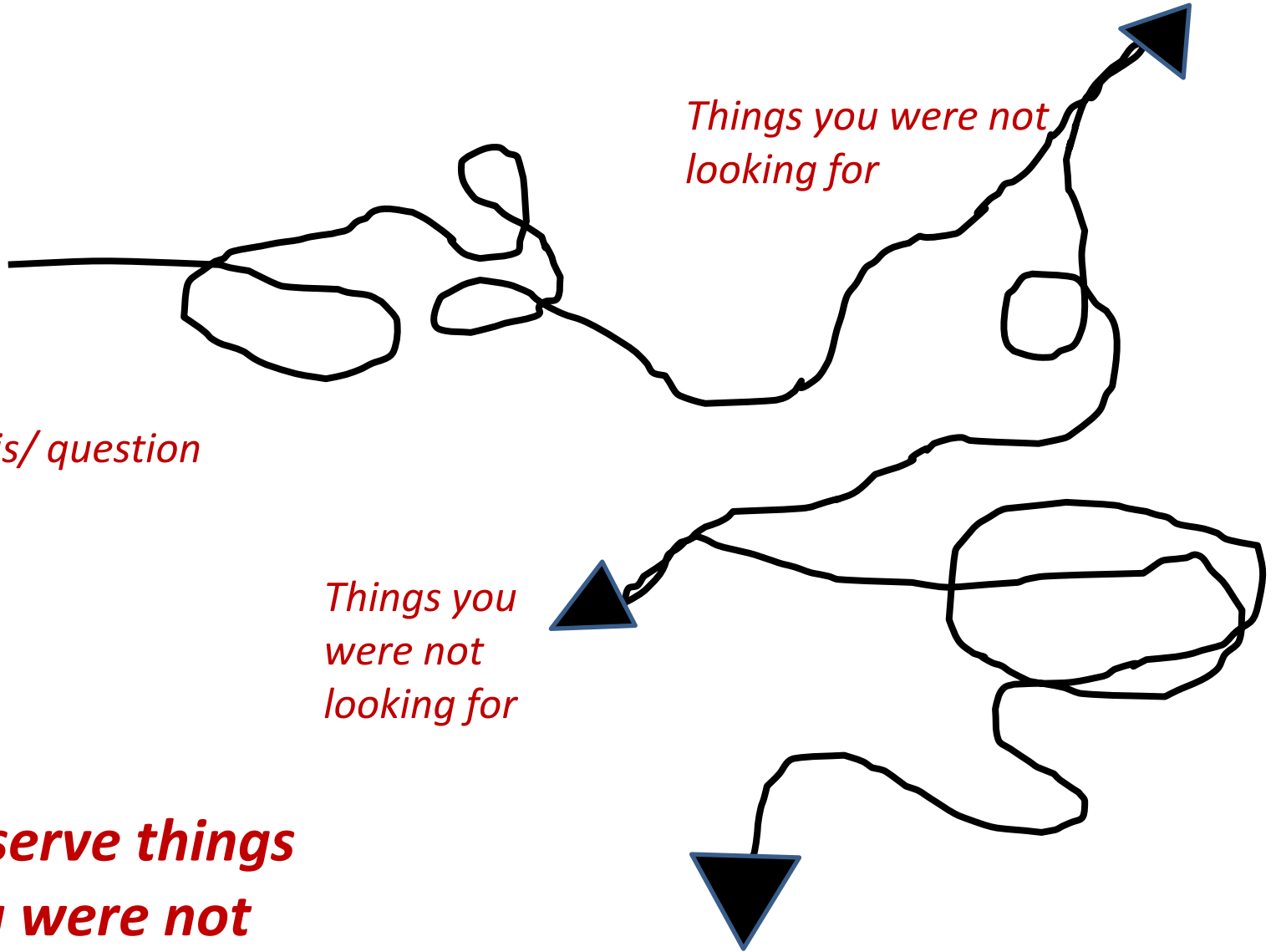
*Hypothesis/ question*

*Things you were not looking for*

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***May observe things that you were not looking for***

**! P = 0.37**



# The case for serendipity



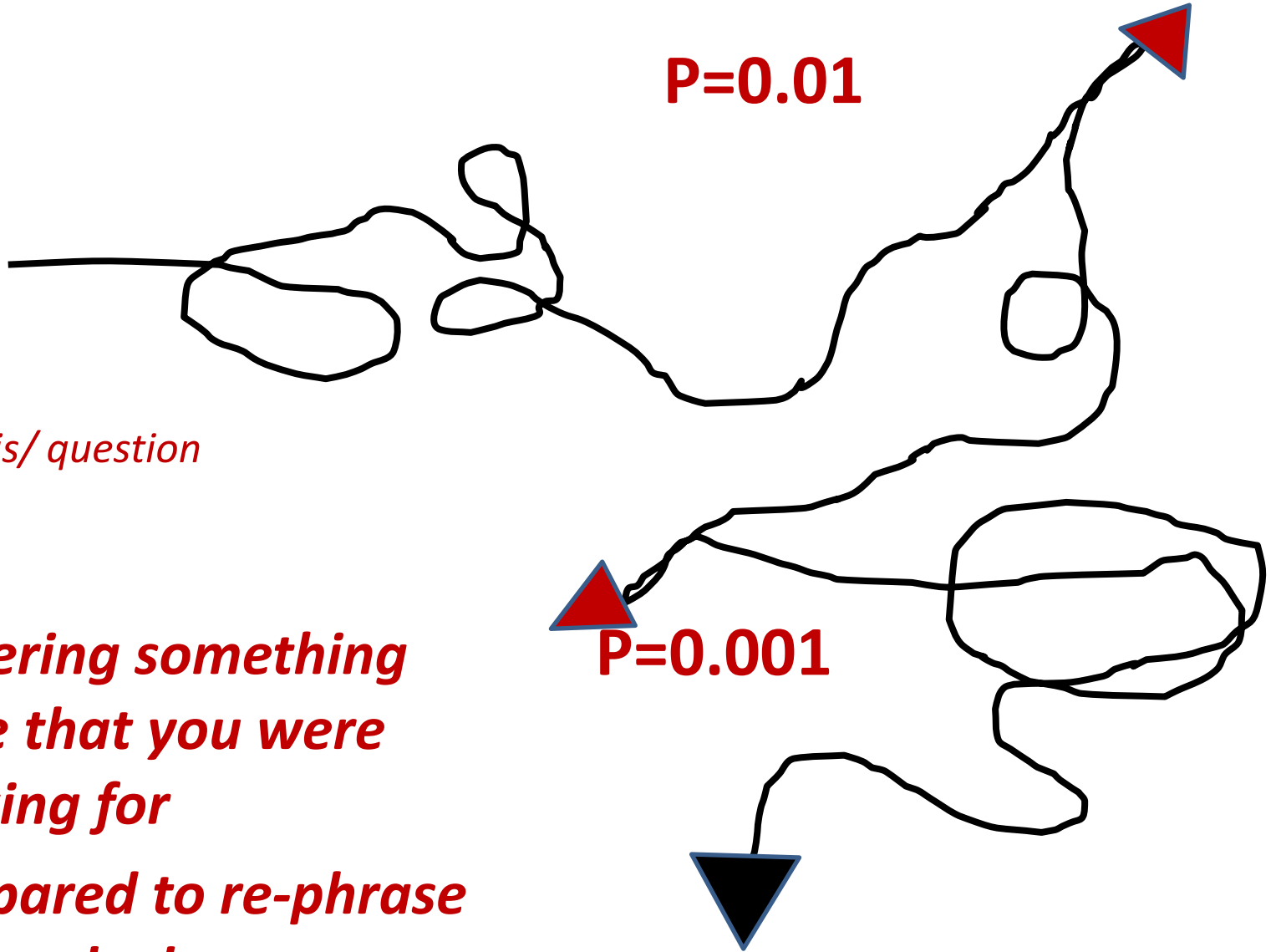
*Hypothesis/question*

- *Discovering something valuable that you were not looking for*
- *Be prepared to re-phrase question asked*

**P=0.01**

**P=0.001**

**! P = 0.37**



# Serendipity moves science forward

- Accidentally discovering something more valuable while looking for something else

**In 1928 Alexander Fleming was investigating influenza. A speck of dust contaminated one of his petri dishes of staphylococcus. Around the resulting patch of mould, Fleming discovered a clear, bacteria-free zone – later identified as containing antibiotic penicillin. He was later awarded a knighthood and a Nobel Prize.**

# Find out what you have to say

- AIMS
  - Focus on testing hypothesis
  - may not be the original aim when you started the project
- Ask yourself
  - What would my results mean?
- And then
  - What is the best question my results can be the answer to?

# Give the reader a break! Get to the point

- The reader is not interested on research mistakes and new choices of questions
- Focus on a single clear questions that will orient the reader's interest and prepare him for the text to come



# It can be complicated with human subjects

- For human subjects
  - Serendipity may have to be followed up in a subsequent investigation