A PPDAC Quiz General Answer Guide

a) Is it Causal or Descriptive?	Causal • correlations or full causation. • Something is impacting something else Descriptive • How many people do something? • How common is something? • What is the probability that something occurs
b) How much Replication?	• How many people were in the study? • To be sufficient, there should be thousands.
c) Sampling Technique?	Random Sampling • Subjects are selected from a group/list/phone book using random numbers from a computer or drawing from a hat. Convenience Sampling • No list/group/phone book. • Went to a location close by and asked whoever was there. Voluntary Sampling • Posted it in a public medium (internet, social media) • Whoever wants to can respond.
d) Random Assignment?	If yes: • Research group is divided into two sections. A coin is flipped, or things are drawn from a hat or a computer randomly divides the group into 2 • One group is the control (or placebo) • The other group is the research group • This is needed to prove causation and is generally used in causal studies If no: • All research subjects are in one group.
e) What is the Thesis?	Causal: • Does X cause Y? • Does X correlate with Y? • Does X impact or change Y? Descriptive: • What is the probability of X? • How many people believe X? • How many people do X?
f) Identify the variables	• Which random assignment group they were in • The questions they were asked
g) Identify the calculation that occurred.	• Often a % • How many times more likely a group is to do thing X than another group • Correlation Co-efficient • Probability
h) Identify the Problem Unit	• Who you want your results to apply to • Very general, no specifics • Often: “A person”
i) Identify the Plan Unit	• Who you actually tested • Specific: include who, when, where if possible. • Eg. A university student in the subject pool at the University of Iowa in 2017 (Problem Unit – A person) • Eg. A lab rat in University of Iowa in 2017 (Problem Unit – A person… hmm, that’s some diversity bias for you)
j) What are the Diversity Limitations?	• First think of the subjects in your research pool. Then, think who wasn’t included in that group. • Generally, studies are conducted from university research pools. Under represented are poorly educated, poor, from non-Western countries….