



The Empirical Study Guide

Writing Center Hours:

8:30 AM – 8:30 PM M–Th, 8:30 AM– 4:30 PM F

Email: okc.tutoring@okstate.edu

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Definition: An empirical study is a study that you conduct yourself in order to answer your research question from essay three. You'll present a literature review, introduce a research question, describe the kind of experiment you'll conduct, report your findings, and consider what the public believes is the answer to your research question.

Conducting Secondary Research for a Literature Review:

It is important when doing your research to go to scholarly sources, as well as to use an in-text citation for any information you need to provide from your sources. Three great resources to go to are the following:

Scholar.google.com

Jstor.org

EbscoHost

In-Text Citations:

APA:

According to Hackney (2023), "The nursing program at OSU-OKC is one of a kind" (p. 42).

"The nursing program at OSU-OKC is one of a kind" (Hackney, 2023, p. 42).

MLA:

According to Hackney, "The nursing program at OSU-OKC is one of a kind" (42).

"The nursing program at OSU-OKC is one of a kind" (Hackney 42).



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Conducting Primary Research for an Empirical Study:

When conducting a study or experiment, you have several options for conducting primary research:

Types of Primary Research

- Interview people
- Survey people
- Conduct an experiment
- Conduct observations on people
- Conduct observations of places
- Conduct observations of things
 - Documents
 - Media
 - Websites/social media
 - Products
 - Other

Developing a Thesis:

Your thesis should be your research question because this is what you will explore throughout the essay. Once you have chosen a topic, it is important to ask a quality research question. When putting it all together, it is always best to present your question in the form of a statement, this can be done by using a qualifier.

Example:

With all of these things in mind, one might ask why Chick-fil-A is so

↑(Qualifier)

↑(Research Question)

successful despite its ties to anti-LGBTQ+ organizations.



Thesis: _____
_____.



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Reviewing the Literature:

Once you have conducted your research, it is important to cover all of the main points that have already been researched on your topic. Basically, what has already been said about the research question? How has it already been researched or even answered?

Example:

One reason for the restaurant's success is their aggressive marketing strategies. One of the biggest promotions was presented on their Facebook

↑(Point addressed in thesis)

page for Cow Appreciation Day, making the Chick-fil-A facebook extremely popular for hungry customers. According to Morrissey, "There's no doubt that product giveaways helped Chick-fil-A gain popularity." Therefore, not

↑(In-Text Citation from your research article)

only did the use of social media help to spread brand awareness, but it became a platform for free giveaways to customers, and there is perhaps no better way to attract customers than by offering them free food through a highly accessible platform. ↑(Observation – Not Opinion)

Analyzing What Is Missing:

Once you have discussed the current research, it is time to discuss what is missing from the research. Remember, this is an exploration of what you could not find based on your research, and it is essentially the questions that you still have after conducting your research.

Example:

Despite their use of marketing strategies, customer service, and unique

↑(Summary of Research)

recipes, Chick-fil-A has received quite a bit of backlash for their donations to anti-LGBTQ+ organizations. However, the current research does not suggest the impact of this scandal on their sales. Perhaps sales decreased due to

↑(Addresses what still needs to be researched)



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boycotting and “kiss-ins,” or perhaps their sales increased due to individuals who align with Chick-fil-A’s ideals. Regardless, there is simply not enough research to suggest how the company was impacted either way.

Data Documentation:

Present your information in a way that is clear to your reader. This could be with a table, chart, or clear explanation. However you choose to present your research, a visual aid is recommended.

Example:

Survey Question: How often do you eat at Chick-fil-A	Response
Frequently	5
Sometimes	12
Never	7

It is important, as well, to discuss the date after you present it. Analyze it. What does it mean for your research question?

Identify Your Limitations:

This study does not need to be on a large scale. It is merely a chance to practice writing this level of research essay. Consider the limitations of your study.

Limit 1: _____

Limit 2: _____

Limit 3: _____