

FORMING A HYPOTHESIS

Based on what you have learned while researching, you're going to have to make an "educated guess" about the probable outcome of your project.

Let's say you've been researching sales psychology and everything you've read indicates that both visibility and eye-catching displays are directly related to the volume of sales a merchant can expect. You have decided to test these theories on the sale of candy bars and a store manager has agreed to help you with this experiment in his store. Your educated guesses or hypotheses could be:

1. Candy bars displayed at eye level will sell better than those at the bottom of the display case or
2. Candy bars displayed against contrasting colors will sell better than those on backings similar in color to their wrappers.

Based on your own research, what do you think the outcome of your project will be? Remember that a hypothesis is a simple, straightforward statement (not a question) as to what you think the results of your experiments will be.

MY HYPOTHESIS IS:

Remember that it is okay if your hypothesis turns out to be wrong when your experiments are complete. Don't alter your experiments or your results to match your hypothesis.