

Focus on **fair tests**, accurate **measurement** and **replication**

FAIR TEST (Cows Moo Softly)

- ✓ Controlled variables
- ✓ Dependent variable
- ✓ Independent variable
- ✓ Result can be attributed to what is being changed

REPLICATION/REPETITION

- ✓ More likely to obtain a consistent result
- ✓ Larger data set
- ✓ Result is more believable

CAREFUL MEASUREMENT

- ✓ Data set is accurate
- ✓ Result is more believable