Carefully Analyze the Results

- Do the significance test if possible/meaningful
- Go beyond just getting a yes/no answer
  - If positive: seek for evidence to support your original justification of the hypothesis.
  - If negative: look into reasons to understand how your hypothesis should be modified
  - In general, seek for explanations of everything!
- Get as much as possible out of the results of one experiment before jumping to run another
  - Don't throw away negative data
  - Try to think of alternative ways of looking at data