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## RESEARCH 101

# Research... or just guessing?

Research without a **hypothesis** = no direction.



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# So, what exactly is a **hypothesis**?

A hypothesis is a clear, testable idea.

It's your best guess about:

- What will happen
- And why it will happen

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# Think of it like this:

A **hypothesis** = a smart  
prediction

Example:

If awareness about hygiene improves, cases of  
illness will decrease.

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# Without a hypothesis...

- Research becomes random
- Data becomes confusing
- Insights lose meaning

## Example

You ask people many questions about health, food, and habits...

but don't know what you're trying to find.

In the end, you have data but no clear answer

**A hypothesis gives your research direction.**



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# What makes a good hypothesis?

- Clear and specific
- Testable with data
- Based on logic or observation

## Example-

"If awareness sessions increase, more people will wash hands regularly."

Good hypothesis = better insights

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# Before your next research, ask:

“What am I trying to prove or understand?”

Because strong research starts with a strong hypothesis.

Have you used hypotheses in your work?  
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