

# A Few General Guidelines

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- ▶ Design your experiments carefully.
- ▶ Look at your data (all of it, from different angles).
- ▶ Be prepared for surprises (good and bad).
- ▶ Don't discard results (unless there is a *really* obvious reason).
- ▶ Report negative observations.
- ▶ If it looks too good to be true . . . it probably isn't true.
- ▶ Be sceptical – don't blindly trust anyone (not even yourself).
- ▶ Be a scientist – ask “why?” .
- ▶ Be an explorer – and boldly go where no one has gone before!