

ABBREVIATED TITLE <50 CHARS

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Commented [PWL1]: Continue to practice including an appropriately formatted title page, running head, and page numbering

Title of Student's Research Report

First name Middle initial Last name

Commented [PWL2]: Initials are abbreviations, they must be followed by a period.

University of Wisconsin – Milwaukee

Discussion

The researcher hypothesized that as optimism increases consumption of chocolate increases. It was also hypothesized that self-identified men would have a higher consumption of chocolate than self-identified women or non-binary individuals and that chocolate consumption would increase as age increases. The correlation found between consumption of chocolate and optimism was as expected: if one were higher, the other would be higher as well. With respect to gender, results indicated that individuals with a male gender identify had a significantly higher rate of consumption when compared to those who identify as female or non-binary. However, the results indicated that the hypothesis regarding age and chocolate consumption was incorrect: there was no relationship between the two variables.

The findings regarding optimism and chocolate consumption were not surprising. Nestlé and Hershey (2015) reported that there was a weak, but direct relationship between these two variables. The relationship between the variables in the present study was determined to be stronger than that reported by Nestlé and Hershey (2015).

An extensive literature search produced no record of a study that included the factors of gender identity or age. Reese and Goodbar (2001) did a study looking at chocolate consumption and sex assigned at birth (SAAB; biological sex) as well as age. They found no clear relationship between either of these variables and chocolate consumption. Their findings regarding age and chocolate consumption are supported by the present research.

The fact that the present research determined that those who identify as men tend to consume more chocolate than those who identify as women or as nonbinary is interesting in light of the lack of a relationship shown by Reese and Goodbar (2001). The difference may arise from the fact that an assessment based upon SAAB will tend to group all participants into the binary

Commented [PWL3]: The Discussion section starts with this Level 1 header: centered and bold. It should start on the line immediately after the *Results* section, not on a new page.

Commented [PWL4]: Restating the hypotheses.

Commented [PWL5]: Describing the findings. Note, I am not including the statistics themselves... I am describing the findings without using them.

of male or female. In assessing by gender identity, the present study may have permitted a more fine-grained analysis of factors relating to sex and gender.

This study did group cis- and trans- individuals together into the men or women groups, and only had one option for anyone that identified as non-binary. This limitation may have masked differences between these groups. Future research might involve a more robust gender identity variable that groups individuals in a more detailed way: cis-women, trans-women, agender, genderfluid, etc.

Another weakness of this study was the fact that the recruitment process was essentially random. While it is important to have recruitment be as objective and random as possible (Gravetter & Forzano, 2018), the result with this study was that the gender identity groups were very different in terms of the number of participants. The number of self-identified women was nearly twice that of self-identified men, and the number of people selecting “other” for their gender identity was approximately one-tenth of the number of women.

A follow-up study to this one might involve stratified recruitment, ensuring that roughly equal numbers of participants are recruited from each of the major gender identity categories. Combined with the earlier suggestion of more robust categorization, the results of that study might be far more informative than the results of this study.

Another follow-up study might consider other forms of sweets than chocolate. Is the relationship of chocolate with optimism part of a broader more global relationship of sweets with optimism? Or is it specific to chocolate?

In summary, it is clear that there is a strong connection between optimism and the consumption of chocolate, although it is unclear what drives this. It is also clear that, while the literature does not support a difference in chocolate consumption by age or biological sex, using

Commented [PWL6]: Comparing and discussing the current findings to the findings from previous research.

For the most part, this will refer to the literature you discussed in the Intro section, although you can certainly introduce other sources here.

This example is good, but a little shorter than you might want yours to be.

Commented [PWL7]: These two paragraphs discuss potential weaknesses in the study.

Only two weaknesses are discussed in this example...

YOU are expected to discuss at least three different weaknesses in the study done in class.

Commented [PWL8]: Possible follow-up work being suggested.

gender as a factor produces results very different from those with sex found in the literature. This last finding is quite compelling and warrants further study.

Commented [PWL9]: A summary paragraph.

Commented [PWL10]: This Discussion section is 625 words long... making it a bit short of the minimum for the assignment.

Make sure that you do a good job comparing this research to past research, discussing and possibly suggesting solutions for the limitations in the study, and suggesting potential future research.

With so much to talk about, it should be simple to exceed the minimum length requirement.

Recall that I noted that the discussion of previous research was a bit brief, and also that only two weaknesses in the research were discussed... had they discussed a third OR talked a bit more in depth about past research, they would have made the minimum length requirement!

References

Gravetter, F. J. & Forzano, L. B. (2018). *Research methods for the behavioral sciences* (6th ed.). Cengage.

Nestlé, H. and Hershey, M. S. (2015). Feeling upbeat because of chocolate or eating chocolate because of feeling good: The correlation between optimism and consumption of chocolate. *Journal of Fictitious Studies*, 42(3), 86 – 99.
<https://doi.org/10.1234.ImadeTHISup>

Reese, H. B. & Goodbar, M. (2001). Neither age nor sex determines chocolate consumption. *Journal of Fictitious Studies*, 28(2), 42 – 54. <https://doi.org/10.1234.ImadeTHISupTOO>

Commented [PWL11]: Include a references section in this assignment for any sources that were cited in the Discussion section