Introduction to Accounting Research

Topic Coverage
- My lecture - prescriptive
- Research papers - descriptive
- Case Studies - anecdotal / participative

What is Accounting Research
- Explains how the world works
- Empirical
- Scientific method
  - Research question / Intro
  - Hypotheses development
  - Method
  - Results
  - Conclusions

Hypotheses and Methods
- Hypotheses: causal relationships. \(X \rightarrow Y\)
- Archival and Experimental methods
- Archival – correlation and regression (audit doc)
- Experimental – Differences between groups and ANOVA (Super Size Me)
- Advantages and disadvantages
  - Arch: Real data, sharks attacks and ice cream
  - Exp: Causality, real world
  - Archival – correlation and regression
- Also, Survey method – unavailable data, semi-real data, causality

Results
- Want research to generalize to all audit firms, all audits, all auditors (the population).
- Use data from a sample
- Statistics!
- \(p\)-value = significant relationship or difference between groups. Smaller is better (<.10). How confident can we be?
- See me!

Conclusions
- What did we learn
- Implications: Practice and research
- Limitations
- Goal: To enhance your understanding about how the audit world really works!