研究方法

市场研究框架

一份可反复使用的研究记录方法。把市场观察写成有条件、可验证、可复核的判断。

记录变化

记下标的、观察期限、价格或指标变化，以及比较基准。优先保留可追溯的一手来源和取数时间。

拆开观察与解释

先写实际发生了什么，再写你认为发生的原因。为每种解释选一个可验证的信号，注明信号应在何时出现。

并列上行和下行情景

分别写出催化因素、触发条件和对判断的影响。写清什么证据会反驳当前判断。

安排复核

设定日期或可观察事件。复核时核对原条件是否成立，记录调整后的判断及原因。

示例 · 如何复核一个假设

假设某项指标上升来自需求改善。观察同一时期的订单与库存。若订单没有增加、库存仍上升，应重新评估原来的解释。

Research method

A Framework for Market Research

Use this research log to turn a market observation into a view with explicit conditions, observable tests, and a review point.

Record the change

Name the asset, observation window, price or indicator change, and benchmark. Keep the original source and the time you retrieved it.

Separate observation from explanation

Write down what happened before proposing why it happened. Give each explanation an observable test and a time when you expect to see it.

Compare upside and downside scenarios

For each scenario, record a driver, a trigger, and the implication for your view. Identify evidence that would challenge your current view.

Schedule a review

Set a date or an observable trigger. At the review, check whether the original conditions still hold and record any change to your view and the reason for it.

Example · How to revisit an assumption

Suppose an indicator rose because demand improved. Compare orders and inventories over the same period. If orders stayed flat while inventories rose, revisit the original explanation.