

10 Qualities of a Good Research Purpose and/or Questions
Compiled by students in CEP955, Michigan State University, Fall 2003

(Not necessarily in order of importance)

It is grounded in a theoretical framework.

It builds on, but also offers something new to, previous research.

It has the potential to suggest directions for future research.

It is a purpose or question that the researcher is sincerely interested and/or invested in.

It addresses directly or indirectly some real problem in the world.

It takes ethical issues into consideration.

It clearly states the variables or constructs to be examined.

It is not biased in terminology or position.

It has multiple possible answers.

It is simple, or at least manageable.

The purpose and question(s) of a study should drive the study design. As such there should be a close match of the language of the purpose and question(s) with the design itself.