Remember: **Your Research Question is the GPS of your Research!**

**Examples**

1. **Understand this....**

1. Research Idea: TV programmes and violent behaviour in children
2. Initial question: Does viewing TV programmes lead to violent behaviour in children ? (This is still broad, so we refine it as...)
3. Refined Question: Is there a link between hours of watching TV programmes and violent behaviour in children in the age group of 8-14 years?
4. Research Aim: To **explore** if there is a causal link between hours of viewing **TV programmes and violent behaviour** amongst **children in the age group of 8-14 years.**

**Verb**

**Purpose Target Audience**

2. **Complete this....**

1. Research Idea: Managers and change management
2. Initial question: Does the age of the managers have anything to do with their attitude towards managing changes in an organisation?
3. Refined Question: Is there a significant relationship between the age of the managers and their attitude towards in managing a technology based change in the mid sized hospitality industry in London?
4. Research Aim : to explore if a relationship exists between the age of the managers and their attitude towards in managing a technology based change in the mid sized hospitality industry in London.

**Which is the verb, the research purpose and the target audience in this example?**

3. **Try this....**

1. Research Idea: Advertising and Sales performance in retail industry
2. Initial question : Does advertising contribute to an increase in Sales in the retail industry?
3. Refined Question: Is there a relationship between the amount spent on advertising and growth in sales in the UK Electronics retail industry pre- covid duration?
4. **Research Aim : To identify a relationship between the amount spent on advertising and growth in sales in the UK Electronics retail industry during pre- Covid .**

**Which is the verb, the research purpose and the target audience in this example?**

RM assignment -3 parts

1. Introduction- **Topic, Research aim**, Research Questions…..
2. Literature Review ( based on the topic selected)
3. Research design to plan how the research will be conducted.