

Choosing a Research Topic

When choosing your topic, you should identify the broad area of study and make a list of all possible topics. You may also have an idea of what you want to do, but investigate all possibilities before you decide. You should give yourself plenty of options and then select the one that works best for you. Your research topic should be something that you are particularly interested in. It is important that you read a variety of research and articles in your field to draw insights and become more informed in your area of research.

Do some brainstorming as a method of getting a large number of ideas relating to a specific area of interest, keeping in mind the requirements for both your dissertation proposal and the rest of the chapters.

A strong research topic is a focused topic. You should have a clear focused and a worthwhile problem and determine if the scope of the research is appropriate to the degree and does the topic have the potential to make an original contribution. You should start off with an idea of a clear question or problem that can be explored and make a significant impact on the knowledge in your particular discipline. Ask yourself why do I want to study this topic?

Ask yourself if your topic is manageable? You should ensure that your topic is not too broad, nor too narrow.

Will I be able to collect data and are there organisations and companies where I will be able to collect data based on this topic?

Ask yourself if this topic is feasible? You will have to determine whether or not the topic you are proposing is manageable within the time-frame.

Listen to ideas – it is your choice if you use them or not. It is quite likely that the title of the research will change as you gain more knowledge and understanding. Ensure that you have thoroughly done the background research for your idea, so that you don't waste time chopping and changing at an advanced stage in your research.

It is always a good idea to generate several possible research questions and then choose the best one as every research question has strengths and weaknesses.

Ensure that you can make a good dissertation about the problem as you need to be able to convince others of the novelty of the topic.

Choosing the Title

- There is no real formula for identifying a meaningful title. The title describes the scope of the research. Choose a title that captures the essence of your proposed project.
- The title should accurately describe the exact nature of the main element of the study.
- The title must be informative and relevant and should capture the attention of the reader.
- The title should not be too long (normally not more than 10 words) but should provide as much information about the study as possible.
- The title should preferably not be in a question form; it must define the research clearly, and must be clear and precise.
- The title should not contain technical terms, or jargon. The use of acronyms should be limited.