

# Where Research Begins

CHOOSING A  
RESEARCH PROJECT  
THAT MATTERS TO YOU  
(AND THE WORLD)

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Plenty of books tell you how to do research. This book helps you figure out **WHAT** to research in the first place, and why it matters.

The hardest part of research isn't answering a question. It's knowing what to do *before* you know what your question is. *Where Research Begins* tackles the two challenges every researcher faces with every new project: How do I find a compelling problem to investigate—one that truly matters to me, deeply and personally? How do I then design my research project so that the results will matter to anyone else?

This book will help you start your new research project the right way for *you* with a series of simple yet ingenious exercises. Written in a conversational style and packed with real-world examples, this easy-to-follow workbook offers an engaging guide to finding research inspiration within yourself, and in the broader world of ideas.